DETERMINANTS OF SUSTAINABLE URBAN TOURISM IN TANZANIA: THE MEDIATING ROLE OF STRATEGIC PLANNING

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A THESIS SUBMITTED IN FULFILMENT OF THE REQUIREMENTS FOR THE DOCTOR OF PHILOSOPHY DEGREE IN TOURISM OF THE OPEN UNIVERSITY OF TANZANIA

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CERTIFICATION

The undersigned certify that they have read and hereby recommend for the acceptance by The Open University of Tanzania a thesis entitled: 'Determinants of Sustainable Urban Tourism in Tanzania: The Mediation Role of Strategic Planning' in fulfilment of the requirements for the award of the Degree of Doctor of Philosophy

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Date

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DECLARATION

I**, Chausiku Yacobo Nyerere**, declare that this thesis is my own original work and that it has not been presented and will not be presented to any other university for a similar or any other degree award.

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Date

DEDICATION

This thesis is dedicated to my lovely brother Manyerere Jackton Nyerere, who entirely sacrificed his school life to enable me pursue my studies. My dear brother, I will always remember the way you suffered and gave me what you had to make me a strong and educated woman.

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ABSTRACT

In recent years urban tourism has emerged as one of the fastest growing tourism segment. It provides a substantial amount of foreign currencies, employment and support to the growth of other sectors including industry and infrastructures. The study aimed at investigating the destination determinants for sustainable urban tourism in the two Tanzanian urban destinations using strategic planning as a mediating factor. Two theories, Social exchange theory (SET) and stakeholders' theory were used in this study. Structural equation modelling technique was used to propose and test the relationship between destination determinants toward achieving sustainable urban tourism. It further tested the mediation effect of the strategic planning on the relationship between destination determinants and SUT. The results revealed that, financial support from the stakeholders, and technical support and information for the promotion and development of tourism have significant relationship with the sustainable urban tourism while the level of responsibility and support from the local communities insignificantly relate to sustainable urban tourism. Despite the direct relationship between the destination determinants and sustainable urban tourism, it is revealed that strategic planning significantly mediates sustainable urban tourism determinants. From the sustainable urban tourism policy point of view, there is a need for developing policies that match with sustainable urban tourism development initiatives through stakeholders' willingness and participation, awareness on the sustainability issues, infrastructure development among others. Future studies can incorporate data from a panel of several countries or urban destinations using longitudinal data and using a wider spectrum of stakeholders apart from urban tourism decision makers.

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LIST OF ABBREVIATIONS AND ACRONYMS

CAWM	College of Africa Wildlife Management
CBT	Community Based Tourism
CC	Carrying Capacity
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CMIN/DF	Degrees of freedom
CRM	Completely Randomly Missed Values
CSO	Local Community Organisation
CSTP	Caribbean Sustainable Tourism Policy
EAC	East Africa Community
EFA	Exploratory Factor Analysis
EIA	Environmental Impact Assessment
FS	Financial Support from Tourism Stakeholders
GDP	Gross Domestic Product
GFI	Goodness of Fit Index
HAT	Hotel Association of Tanzania
ICT	Information Communication Technologies
IHEI	International Hotel Environment initiative
ITTA	Intra-African Tourism and Travel Association
IUCN	Conservation of Nature and Natural Resources
KMO	Kaiser-Meyer-Olkin
LAC	Limit of Acceptable Changes
LR	Level of Responsibility

MCRS	Mardia'S Critical Ratio for Skewness
MICE	Meetings, Incentives, Conferencing and Exhibitions
MLE	Maximum Likelihood Estimation
MNRT	Ministry of Natural Resources and Tourism
NCAA	Ngorongoro Conservation Area Authority
NEMC	National Environmental Management Council
NFI	Normative Fit Index
RAMSEA	Root Mean Square Error of Approximation
SEM	Structural Equation Modelling
SET	Social Exchange Theory
SL	Support from Local Communities
SP	Strategic planning
SPSS	Statistical Package for Social Scientists
ST	Sustainable Tourism
STEs	Small Tourism Enterprises
SUT	Sustainable Urban Tourism
BRELA	Business Registrations and Licensing Agency
TAFIRI	Tanzania Fishery research Institute
TAFORI	Tanzania Forest research institute
TANAPA	Tanzania National Park Authority
TAOA	Tanzania Association of Air Operators
TASOTA	Tanzania Society of Travel Agents
TATO	Tanzania Association of Tour Operators
TAWIRI	Tanzania Wildlife Research Institute

THOA	Tanzania Hunting Operators Association
TPHA	Tanzania Professional Hunters Association
TRA	Tanzania Revenue Authority
TS	Technical Support and Information for the Promotion and Development of Tourism
TTB	Tanzania Tourist Board
TTGA	Tanzania Tour Guides Association
UNWTO	United National World Tourism Organisation
VIM	Visitor Impact Management
WCED	World Commission on Environment and Development
WCS	World Conservation Strategy
WTTC	World Travel and Tourism Council

CHAPTER ONE

INTRODUCTION

1.1 Chapter Overview

This chapter provides background information and narrates the research problem that prompted this study. It further addresses the research objectives, hypothesis, and the rationale for carrying out this study. Finally it winds up with an explanation about how the thesis is organized.

1.2 Background to the Study

Urban tourism is the fastest growing tourism segment (UNWTO, 2018). Urban tourism development offers environmental, cultural, and social benefits to the destination and its growth can be attributed to changing work patterns, consumer lifestyles, increasing disposable income, and enhanced technology (Mlozi, 2011; Andari and Setiyorini, 2016). Despite its benefits, urban tourism can pose a number of challenges such as environmental destruction, increased traffic congestion, biodiversity loss, security issues, migrations (high population rate), pollution and destruction of historical buildings, crime and local culture destructions that are stimulated by increasing urban population and rapid urbanisation (Andari and Setiyorini 2016; Dabeedooal *et al*., 2019).

Rapid urbanization and changes in urban setting have resulted into high global tourist flow thereby creating the need for sustainable urban tourism to cater for the growth (UNWTO, 2018). For instance, in 2017 the global international tourist flow was 1.3 billion and was expected to grow by 3.3 % annually to make a total of 1.8 billion by

2030 (UNWTO, 2018). World cities report (2016) on urbanization and development pointed out that, by the year 2030 the urban population of developing countries will double while the urban areas will triple. The increased number of people in urban destination leads to high population and increases demand on daily activities especially on the environment and other urban resources. In this regard, sustainable urban tourism (SUT) development has emerged to solve and replace the ineffective approaches of tourism development in urban area (Andari and Setiyorini, 2016; Dabeedooal *et al*., 2019).

Studies have indicated that unplanned tourism (boosterism) approach tourism tend to lead to unsustainability hence the need for adopting strategic planning to foster sustainable urban tourism (Najafi *et al*., 2016; Jurdana, 2018). Strategic planning for sustainable urban tourism includes the economic approach that offer positive guidance to the tourism financial benefits, the spartial approach that concerns with the ecological protection issues, and the communities approach through its determination on the stakeholders involvement (Simpson, 2001).

At the global level sustainable urban tourism has been emphasized in the seven United National World Tourism Organisation (UNWTO) global summits on city and urban tourism since 2012. The UNWTO discussions have focused on the role of sustainable urban tourism in supporting economic development and livelihood of local communities through innovative strategies (UNWTO, 2012; UNWTO, 2013; UNWTO, 2014; UNWTO, 2015; UNWTO, 2016; UNWTO, 2017; UNWTO, 2018). Worldwide, the agenda of sustainable urban tourism has been supported by several studies. In Bangladesh strategies for sustainable urban tourism have been observed in

ensuring the security of the tourists, planning for sustainable economic profit, more environmental regulations, notifying people about sustainable tourism, and the development of the required infrastructure (Kisi, 2019).

Sustainable urban tourism can be achieved through strategic planning of urban resources, cooperation among tourism stakeholders, technical support, environmental conservation and financial support from public institutions (Aydin and Emeksiz, 2018). Asante *et al. (*2010) further argue that, understanding local community perceptions help in tourism planning and setting strategies for proper utilization of tourism resources in urban destinations, together with involvement and participation of local communities in urban tourism act as a main pre-requisite in achieving sustainable urban tourism.

A study in Croatia (Stahan, 2018) indicate that, the key factors for sustainable urban tourism success include increased stakeholder participation, regional cooperation, sustainable urban mobility, supporting environmental and social innovation, preventing negative social issues, resource efficiency and environmentally acceptable waste management. Likewise a study in Romania (Zamfir and Corbos, 2018) indicates sustainable urban tourism can basically be achieved and managed through strategic planning and developing urban areas as a tourist destination. They further provided sustainable urban tourism guidelines includes; limitation of wastes and environmental degradation, integration of tourism into the national planning emphases on better management and sustainable practices, education, preservation of natural, cultural and historical resources and observe the destination carrying capacity.

In South Africa the importance of sustainable tourism was once recognised during the end of apartheid. The South African government declared its aim of making tourism as a leading industry in creating jobs and generation of foreign exchange earnings, support in poverty alleviation initiatives, economic growth and achieving socio-economic equality (Baldwin, 2013).

In Kenya, sustainable urban tourism has been embraced by ratified three international treaties aiming to cooperatively consider action to limit average global temperature increases resulting to climate change, biological diversity and combating desertification. The Kenyan government have introduced different initiatives such as policies, institution and legislative framework to deal with the major cause of environmental degradations and negative impacts brought by industrial and economic development program, United Nations (UN, 2012).

As a tourism destination, Tanzania urban destinations are endowed with natural, cultural and manmade resources. Sustainable tourism was emphasised in the national tourism policy of 1991 with the focus on conservation of tourism attractions, preservation of the environment and sustainable development of the tourism industry. The national policy promote economy and local communities livelihood, poverty alleviation, development of sustainable tourism that is cultural and socially acceptable, ecological friendly, environmental sustainable and economically supportive (URT, 1999). The policy insists on developing wildlife safari and cultural tourism. It also aimed to maximize the national Gross Domestic Product (GDP) through foreign exchange earnings, job creation and human resource development. It is with these policies that several approaches have been made to develop sustainable

tourism development project. For instance introduction of Community Based Tourism (CBT) projects with the intention of helping the poor communities to utilize resources (Mgonja *et al.,* 2015). Sustainable tourism has been emphasized in the Tanzanian National tourism policy (URT, 1999), Tanzania development vision 2025 (URT, 2016a). Cognizant of the newness of the Sustainable urban tourism debate the concept is somewhat missing in the Tanzanian tourism policy framework. The policy framework underscores sustainable tourism in nature based destinations due to the fact that sustainable practice is only concentrated in nature and historical sites.

Sustainable urban tourism is yet to be achieved as the people living adjacent to tourism attractions are poor (Vedeld *et al.,* 2012). "The individual who live in this striking landscape are some of the poorest in Tanzania, struggling to survive in the face of frequent famine and disease" (Baldwin, 2013). Urban tourism in Tanzania is growing especially on the Meetings, Incentives, conferences and exhibitions (MICE industry). Though the sector is growing, it faces challenges including less developed tourism products, poor marketing strategies, lack of urban tourism regional development plans, Cities development plans and national tourism policy are not integrated (Vedeld *et al.,* 2012).

Throughout the world there is considerable pressure on governments and other stakeholders to seek alternative ways for supporting economic development in urban areas (Ivna *et al.,* 2016; Maxim, 2016; Khunou, 2016; Yilmaz *et al.,* 2018). Hence understanding the destination determinants and the role of strategic planning in achieving sustainable urban tourism is of importance.

1.3 Statement of the Research Problem

Urban tourism, as well as tourism in general, offers great economic opportunities, while at the same time increase the destination's vulnerability to overcrowding and uncontrolled growth. Several studies have demonstrated a consensus that sustainable urban tourism is the main source of employment and income generation in cities (Rogerson, 2016; Shiji, 2017). Andari (2019) revealed among other things that SUT can lead to environmental preservation and protection in urban areas. Aydin and Emeksiz (2018) revealed a direct relationship between sustainable urban tourism success factors and the economic performance of small tourism enterprises (STEs). Lerario and Turi (2018) found that SUT can provide solutions to urban problems.

The available studies on SUT are mainly from developed countries like UK, Poland, Portuguese, Iran, Indonesia and Australia (Awedyk, 2018; Ali and Few, 2014; Aydin and Emeksiz, 2018; Eusebio and Carneiro, 2018; Stahan, 2018: Zamfir and Corbos, 2018). In Tanzania available studies have concentrated on eco-tourism and nature tourism (Baldwin, 2013, Winiester *et al*., 2015). In urban destinations of Tanzania the corresponding cultural, historical attractions found in urban areas lacks similar broad and deep discussion on sustainability (Miller *et al*., 2015; Lwoga, 2010; Lwoga and Kessy, 2013).

Besides, previous studies have not paid attention to the mediating influence of strategic planning on the determinants of SUT. To contribute towards filling this research gap, this study explores the destination determinants toward achieving sustainable urban tourism in Tanzania and examines how strategic planning mediates the relationship between the destination determinants and sustainable urban tourism.

1.4 Research Objective

1.4.1 General Objective

The main objective of the study is to investigate the mediating role of strategic planning on the effects of the determinants of sustainable urban tourism in urban destinations of Tanzania.

1.4.2 Specific Objectives

i) To Examine the relationship between the destination determinants (i.e economic, environmental, ICT and socio-cultural) determinants toward achieving sustainable urban tourism.

ii) To examine relationship between strategic planning and sustainable urban tourism.

iii) To examine the mediating effects of strategic planning on the relationship between the destination determinants and sustainable urban tourism.

1.5 Proposed Research Hypothesis

The study seeks to test the following hypotheses:

H1a: There is a positive relationship between financial support from tourism stakeholders (FS) and SUT

H1b: There is a positive relationship between level of responsibility and SUT

H1c: There is a positive relationship between technical support and information for the promotion and development of tourism (TS) and SUT

H1d: There is a positive relationship between the support from local communities (SL) and sustainable urban tourism

H2: There is a positive relationship between strategic planning and sustainable urban tourism

H3a: Strategic planning (SP) positively mediates the relationship between financial support from tourism stakeholders and SUT

H3b: Strategic planning (SP) positively mediates the relationship between level of responsibility and SUT

H3c: Strategic planning (SP) positively mediates the relationship between technical support and information for the promotion and development of tourism (TS) and SUT

H3d: Strategic planning (SP) positively mediates the relationship between support from local Communities (SL) and SUT

1.6 Significance of the Study

From theoretical point of view, the study extends sustainable urban tourism model by using strategic planning as a mediating factor of destination determinants. Furthermore, the study strengthens the theoretical foundation of relationship between ICT through technical support and information for the promotion and development of tourism (TS) and sustainable urban tourism. Furthermore, this study adds knowledge on the literature on how the variables financial support from the stakeholders, Level of responsibility, technical support and information for the promotion and development of tourism and support from the local communities relates to sustainable urban tourism (SUT).

From tourism practice point of the view, the study is considered to be of the few studies carried out in the East African region which deals with mediating role of

strategic planning in sustainable urban tourism. Therefore it is expected the findings will help to improve the harnessing of urban tourism resources for both present and future generations in Tanzania. From policy point of view, the findings of this study will help policy makers in developing policies that match the sustainable urban tourism development initiatives.

1.7 Organisation of the Thesis

This thesis is structured in six chapters. Chapter one introduces the thesis by providing a background information and context, the statement of the research problem, research objective, research questions, research hypothesis and justification of the research problem. Chapter two is organized into five themes which include; definitions of key terms, theoretical literature review, synthesis literature, conceptual framework and research gap. In essence, the chapter synthesis literature from seminal and topical variety of sources such as books, thesis, working papers and peer reviewed academic journal articles.

Chapter three presents the research methodology used in the study. It describes and justifies issues of research philosophy, approach and design methods. The research methods justify the issues of target population, sample size, sampling technique, research instruments, and data collection, processing and analysis techniques. This chapter also describes the study area, scope and limitations of the study.

Chapter four interprets and discusses the research findings. The chapter is organized into four main themes which include respondent's profile, Exploratory Factor Analysis (EFA) and confirmatory Factor Analysis (CFA) findings, structural equation modelling (SEM) results and the mediation findings.

Chapter five presents discussion of research findings presented in chapter four and chapter six ends the thesis by providing conclusion and recommendations. Apart from providing a succinct summary of the thesis the chapter provides recommendations for policy and future research.

CHAPTER TWO

LITERATURE REVIEW

2.1 An overview of the chapter

This chapter expands the context of the study by reviewing both theoretical and empirical works related to the study with a view of unveiling both theoretical framework and lacuna. The chapter addresses the following areas; definitions of key terms, theories supporting the study, a research gap, empirical literature review and finally the conceptual framework.

2.2 Definition of Key Terms

2.2.1 Urban Tourism

Urban tourism is defined by Ciraci *et al*. (2008) as trips and visits with a focus on town and city attractions. Lerario and Turi (2018) defined urban tourism as 'Tourism performed in the cities" mostly in form of cultural tourism, conference tourism, sports tourism while characterized by short stay and repeat visitors. Further, Özgü (2007) defines urban tourism in terms of tourism activities a tourist participates in while in the urban area such as relaxations and entertainment.

Moreover, (UNWTO, 2018) Urban tourism refers to tourism activity which takes place in urban destinations which is economy based including manufacturing, administration, trade and services. Urban destinations offer cultural, architectural, technological, social, natural experiences and products for leisure and business. Urban tourism can be differentiated from other types of tourism referring to people travel to places with a high population density; time spent is shorter than normally

spent on vacation, and that urban host a relatively large number of business and MICE (Meetings, Incentives, Conferencing and Exhibitions). Furthermore, the urban destination is a multifunctional entity which allows different experiences to be lived contemporarily, making the connection between urbanity, mobility, sustainability and tourism complex. The urban tourism activities can be categorised into human-generated attractiveness, historical and cultural attractiveness including elements such as museums and art galleries, open spaces, landscaped parks, unique urban and architectural design solutions, efficient traffic solution, well known universities and scientific research canters, convention centres, shopping centres, dynamic street life, sport facilities, night clubs, organized events and tourist ınformation. The current study adopted UNWTO (2018) definition of urban tourism.

2.2.2 Sustainable Tourism

Sustainable tourism is defined by Richard and Hall (1999), as 'the assurance of renewable economic, social and cultural benefits to the community and its environment'. Richard and Hall definitions have been summarized in Cater's definition of sustainable tourism as a form of tourism which meets needs of the current generation, improve the standard of living of the local communities while satisfying the tourist's needs and taking into consideration the sustainability trinity, that is, the economy, society and environment benefits for future use (Cater, 1993). However, the mainly acceptable definition of sustainable tourism by (UNWTO, 2005) refers to tourism which makes "optimal use of environmental resources" and takes into account the impact of the current and future tourism activities, while also addressing the needs of the tourists, host community, industry and the environment.

Sustainable tourism has been categorized into different forms including ecotourism, responsible tourism, pro-poor tourism and community based tourism. The proposed study adopted the (UNWTO, 2005) definition as it highlights the main issues of sustainability.

2.2.3 Sustainable Urban Tourism

SUT definition is derived from sustainable tourism by UNWTO (1997) as "tourism that takes full accounts of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, and the environment and host communities' resources" and reconsider the impact of the current and future tourism activities addressing the needs of the tourists, host community, industry and the environment' (UNEP and UNWTO, 2005). SUT seeks to reduce tourism impacts on the urban environmental, sustain the local environment and cater for both host community and visitors. SUT is used as a tool for restoration on natural areas in destinations; provide interpretation, education at changing attitude, and value in supporting environmental conservation improvement in financial viability, plan for needs and waste of urban tourism, preservation of historical places (UNEP and UNWTO, 2005).

SUT characteristics has been categorized into two groups, front room sustainability innovation (i.e promotion of local transport use, development of walking and cycle trail (Hayes and MacLeod, 2007), heritage preservation, cultural products (Hayllar and Griffin, 2005); and secondly, the back room sustainability including the use of renewable energy, recycling, the use of low impact tourism transport, and reductions in water usage and greenhouse gas reduction strategies from accommodation

facilities. The study defines SUT basing on the adopted the UNWTO (1997) definition of sustainable tourism.

2.2.4 Strategic Planning

The definition of strategic planning depends on understanding what a strategy is. Wray *et al.* (2010) defined strategy as 'a means to achieve a desired end while planning was defined by Eldaidamony and Menshawi (2017), as a highly formalized and disciplined activity through which society induces changes in itself. Planning involves analysing, evaluating the situation and linking with the innovative thinking in order to achieve intended goals. Wray *et al.* (2010) defined strategic planning as a best practice in achieving sustainable urban tourism management through corporative approach marketing, developing policies, planning for destination development, providing visitor's information and developing events in a destination. Furthermore, strategic planning deals with facility standards, structural plans, and institutional arrangements (Aydin and Emeksiz, 2018). This study adopted Wray *et al.* (2010) definition of strategic planning. Furthermore, the strategic planning is guided by these questions: where are we now (Monitor and Evaluate); where do we want to go (plan and objective); how do we get there (action, strategies).

2.3 Theoretical Literature Review

2.3.1 Social Exchange Theory

Social Exchange Theory (SET) was first developed by Homans in 1958 and revised in 1961 with intention of assessing human behaviour in an exchange of activity, tangible and intangible specifically on benefits and costs (Homans, 1961). It considers the exchange benefits into both sides (receiver and giver) as an underlying

basis secret of human behaviour. Social Exchange Theory (SET) is proved to be useful in explaining individual and social interactions, it hold that stakeholders tend to support tourism projects in exchange for the benefits brought by the project. The main assumption underpinning SET is the maximization of individual's rewards which can only be attained through social interactions. In other words, individuals tend to reciprocate rewards in interactions with each other (Blau, 1986).

In another way SET serves as a useful approach in understanding, predicting and changing attitudes and behaviour regarding nature (Nunkoo and Ramkissoon, 2011). This comes from evaluating the economic, social, cultural and environmental impacts that stakeholders may decide whether to support tourism project or not (Achi-Anyi, 2016; Nunkoo and Ramkissoon, 2011). However, destination management leaders can make strong decision or develop strategies once they have noted changes on the environment. The positive attitudes towards sustainable urban tourism can lead to pro-conservationist behaviour and participation in tourism by all stakeholders (Lepp, 2007:876).

From a sustainable tourism perspective, the social exchange theory means that stakeholders examine costs and benefits as a result of tourism and, if their assessment is positive, also their attitude towards this type of industry will be positive. Therefore, residents perceiving more positive (benefits) than negative (costs) effects arising from tourism are likely to support the exchange (King *et al.,* 1993) and are likely to be inclined to be involved in the exchange. In general, positive attitudes and perceptions toward the tourism industry will lead to sustainable urban tourism (Gursoy *et al.,* 2012).

On the basis of this theory, stakeholders who support tourism development act as a function of personal benefits, positive and negative impacts of tourism, and experience within the tourism industry (Ogorelc, 2009). Among the theory which has been used to explain sustainable tourism, SET is the most popular and was first used in tourism by Ap (1990) in finding out why local communities perceive tourism impacts positively or negatively. Choi and Murray (2010) used social exchange theory in determining resident attitudes toward tourism development and the adoption of sustainable tourism.

The main critique of SET from environmental and tourism sustainability point of view is that it purports that reward can be found only through social interactions (Kerry *et al.,* 2017). The second critique of SET is that it assumes that human beings are rational during the interaction. However, there are occasions whereby act spontaneous purely out of emotions (Kerry *et al.,* 2017). In the context of this study this critique to SET does not apply.

Therefore, this study applies the social exchange theory to analyse the destination determinants that determine sustainable urban tourism in relation to strategic planning. Those with positive perceptions will support sustainable urban tourism initiative and those who have negative perception will not. Based on SET there will be always a group of stakeholders who support SUT when they realize the exchange is important to them, while the one with negative perception will feel the exchange can be harmful to the community well-being. The theory guides the first and second objectives of the study which intends to explore the destination determinants towards

achieving sustainable urban tourism and to examine strategic planning on sustainable urban tourism.

2.3.2 Social Exchange Theory and Destination Determinants

2.3.2.1 Economic Determinants toward Sustainable Urban Tourism

Economic determinants have been defined by (Kruja, 2013) as a rising aggregate consumptions as long as the average propensity to consume is constant the distinction is unimportant. Economic determinants play an important role in alleviating poverty both within a nation and between nations and it's an integral part of sustainable development (Kruja, 2013). The theory of SET translates economic determinants as the extent to which local community income is dependent on urban tourism activities (Vieira *et al.,* 2016). The level of economic dependence justify the involvement level of community to tourism related activities and whether their employment and earning largely depends on urban related tourism activities (Vieira *et al.,* 2016). The concept of economic determinants to influence SUT attracted a large number of researchers who wishes to investigate local community perception and attitudes toward tourism related activities.

Based upon Aydin and Emeksiz (2018) this study applied economic determinants to investigate the level of support provided to facilitate sustainability practices in urban destinations. Thus financial support from tourism stakeholders (FS) to initiate sustainability practices was investigated as one of the destination determinants toward achieving sustainable urban tourism under economic factor. Economic determinants will be measured through financial support from tourism stakeholders;

hence the economic factor was measured using financial support from tourism stakeholder.

2.3.2.2 Financial support from Tourism Stakeholders

Financial support from tourism stakeholders refers to participation of tourism stakeholders which includes both private and public stakeholders as well as local communities in the development of sustainable urban tourism (Muganda *et al*., 2015). Considering the fact that tourism stakeholders hold the authority for strategic planning, marketing and promotion, data collection, sponsorship, constructing infrastructure, economic development of their destination, their participation is highly effective in the achievement of SUT (Aydin and Emeksiz, 2018).

Tourism related stakeholders may establish a strategy to provide financial assistant in support of sustainability practices (Wilson *et al.,* 2001). As tourism stakeholder, participating in sustainable practices is inevitable, considering the fact they are responsible for strategic planning, marketing, promotion, economic development, and monitoring of tourism development (Wilson *et al.,* 2001). Therefore, the role and responsibility of tourism stakeholders in urban destinations affects the economic performance of the destinations (Australia and Clark, 2006). It is crucial to provide resource and support for the local people who do not have sufficient income to invest in urban areas. Providing sufficient financial resources for tourism development contributes to sustainability practices in urban destinations. “The higher the financial contributions provided by tourism stakeholders to facilitate sustainability practices in urban destination, the higher possibility of achieving sustainable urban tourism (Aydin and Emeksiz, 2018); the following hypothesis is proposed;

H1a: There is a positive relationship between financial support from tourism stakeholder and sustainable urban tourism.

2.3.2.3 Environmental Determinants toward Sustainable Urban Tourism

Sustainable urban tourism is not just about protecting the environment; rather it is primarily for people who live in peace with one another and in balance with the planet. Thus to achieve SUT there must be maintenance of sustainable resource base, avoiding over-exploitation of renewable and non-renewable resources in a way that the investment becomes a suitable substitute (Tambovceva, 2016).

The social exchange theory argues that conserved environment by all stakeholders in urban destination supports sustainable urban tourism development through landscape protection, flora and fauna, old buildings protections. Poor environmental planning in a destination is one of the source of environmental pollution, landscape degradation and loss of wildlife (Vieira *et al.,* 2016). The environmental determinants lie in the motives of local communities to conserve the resources and increase the value of local culture and tradition. Conservation and protection will provide benefit to the local communities and other stakeholders depending on the urban resources (Rahman and Jahan (2016). Therefore, the environmental determinants include features which focus on local residents' awareness of the impact of sustainable urban tourism. These features are level of responsibility, proper maintenance and tourist's consciousness. Therefore, the magnitude elements of environmental determinants toward SUT for this study will be borrowed from Rahman and Jahan (2016). The environmental determinant was measured through level of responsibility.

2.3.2.4 Level of Responsibilities

Sustainable urban tourism and level of responsibility are regarded to be a form of tourism which aims to reduce the negative impact of tourism and enrich urban destination, it take place on individual local communities and all other tourism stakeholder within a destination (Sucuoglu and Bahcelerli, 2017). With the process of ensuring sustainable urban tourism, local communities and other tourism stakeholders are the keys elements, as their direct affected by its evolution (Nechifor, 2014). The value of tourism development in an urban destination can be appreciated when the natural environment surrounding the attractions is considered together with the biodiversity surrounding the attraction (Fram, 2016). The process of developing SUT has started in Tanzania but it is still at the early stages, and more development need to take place. This study applies the level of responsibility as a dimension of environmental determinants to refer to the way in which local communities and all related tourism stakeholders interact with a destination, choosing to engage in responsible tourism practices and follow responsible business practices. The environmental determinant was measured through level of responsibility and hence hypothesis H1b was proposed:

H1b: There is a positive relationship between level of responsibility and sustainable urban tourism.

2.3.2.5 ICT Determinants toward Sustainable Urban Tourism

Engaging innovative behaviour is critical to sustainability of tourism industry (Ali and Frew, 2010). According to SET stakeholders will participate in sustainability initiative if they perceive more benefits. Increased adoption of ICT is has positive

effect on sustainability because ICT can be used to stimulate innovation. For example, e-tourism businesses have the potential to apply ICT for the reduction of energy intensity of the industry as well as greenhouse gas emissions from energy industries (Ali, 2010).

The application of ICT in sustainable urban tourism can be invaluable for the destination manager, among other key stakeholders as they strive to ensure their urban destinations are sustainable. On a daily bases, urban destination managers experiences numerous challenges, problems and decisions related to sustainability concerns in developing their urban destination and therefore need to be equipped with practical tools and mechanism. In this regard, the application of ICT will conceptualise innovative approach to be applied by the urban destination manager towards sustainable urban tourism. One among the many enabling factors of ICT with regard to SUT is through technical support and information for the promotion and development of Tourism (TS) as well as receiving accurate and comprehensive tourists' information. ICT enables stakeholders at the urban destination to become more efficient in their communication and also supports greater cooperation in the delivery of tourism products and services. ICT can help local the community become more involved in the urban tourism decision making process through the application of different tools such as community informative and geographical information system (Ali, 2010). Ali (2010) argues that urban decision makers need ICT skills so that they can be able to provide technical support and hence fully engage with promotion and development of tourism. This study borrowed the ICT factor measurement variable from (Aydin and Emeksiz, 2018) and was measured using

Technical support and information for the promotion and development of tourism (TS)

2.3.2.6 Technical Support and Information for the Promotion and Development of Tourism

Socio-cultural determinants refer to social and cultural parameters of the host community which influence community participation in sustainable urban tourism (Islam, 2015). Information communication technology facilitates information sharing, communication, searching and selection that can be used to mitigate some of the negative tourism impacts (Ali and Frew, 2010). ICT can also be used to manage the impacts of tourism and in fact destination managers can apply it to sustainable urban tourism (Alisha, 2010). ICT offers innovative approaches in marketing, system and process development towards sustainable tourism (Fatimah and Pujiarto, 2019). ICT usage alters the rule of competitive pressure, restructures the industry make-ups, and unravels novelty in outperforming rivals. Moreover, ICT offer new competitive strategies, alters new competition rules via lock in (Garau, 2014). In the absence of ICT the possibility of achieving sustainable tourism will be minimal and their possibility of striving and surviving the competition is slim thus they are forced to use ICT in the promotion and marketing of their destination (Mndzebele, 2018); The ICT determinant was measured using technical support and Information for the promotion and development of Tourism (TS) and hence hypothesis H1c was proposed:

***H1c**: There is a positive relationship between technical support and Information for the promotion and development of Tourism (TS) and sustainable urban tourism.*

2.3.2.7 Socio-cultural Determinants towards Sustainable Urban Tourism

Through the applicability of social exchange theory in the study, communities living adjacent urban attractions tend to supports sustainability initiatives in urban areas. Those who positively perceive more benefits will support the initiative and vice versa. From the Social Exchange Theory point of view, local communities' will participate in SUT if they perceive benefits. From socio-cultural perspective the benefits include employment opportunities, revival of local traditions and festivities, inter-cultureless and the cultivation of pride and cultural identity. With the aim of identifying socio-cultural determinants as destination determinants towards SUT, this study borrowed one socio-cultural determinant from the study of Aydin and Emeksiz (2018); and was measured using support from local Communities (SL);

2.3.2.8 Support from Local Communities

Local communities play an important role in the process of sustainable urban tourism development. Support from the communities enhances development of a healthily and successfully tourism industry. Therefore, it is in the best interest of the communities, tourism stakeholders, the tourism industry, and tourists, that community have a positive outlook on tourism development as they are crucial in providing a good environmental condition for tourists (Yu *et al.,* 2018). They are also the basic element of sustainable tourism, supply of accommodation, catering, information, transport, facilities and service for tourism development. With sustainable tourism initiatives, local community must organize themselves at all level to play a more effective role in the implementations of sustainability practices (Aref *et al.,* 2010). They must be able to identify protected areas, potential tourism

resources and attractions within their surroundings and positively support sustainability practice initiatives.

Muganda (2013) added that there should be very keen participant in tourism related development agenda of their communities, also act as ambassador to educate others in the community concerning sustainable tourism projects (Yu *et al.,* 2018). One of the best elements of tourism development in any country is to encourage the participation of local communities as it is central to the sustainability of tourism industry. Thus if urban tourism decision makers barely involve local community in tourism related decision making, the possibility of achieving sustainable tourism is minimal and the possibility of attaining fully support from the community remain questionable. Therefore, a socio-cultural determinant was measures through support from the local community and hypothesized;

H1d: There is a positive relationship between Support from local Communities (SL) and sustainable urban tourism (SUT).

In this context, the literature's conceptual and empirical perspective lead to the following hypotheses:

H1a-H1d: *There is a positive relationship between the destination determinants of sustainable urban tourism (i.e. financial support from tourism stakeholders (FS), level of responsibility (LR), technical support and information for the promotion and development of tourism (TS), support from local Communities (SL)) and sustainable urban tourism (SUT).*

2.3.2.9 Strategic Planning towards Sustainable Urban Tourism

The social exchange theory argues that stakeholders will participate in exchange if they perceive more benefits than costs. The increased growth on tourism industry coupled with rapid urbanisation, is expected to create more pressure on the environment therefore, there is a need for suitable strategic planning to deal with the pressure on the environment (Maxim, 2013). Strategic planning in urban areas focuses on the restoration and re-use of part of the environment, reducing congestions and air pollution, resource allocation, community involvement, political involvement and the carrying capacity of the urban destination. This study deploys the use of strategic planning towards achieving SUT. The absence of strategic planning increases the resistance rate from the local communities towards tourism development, thus the following hypotheses was formulated:

H2: There is a positive relation between Strategic planning and Sustainable urban tourism.

2.3.3 Stakeholder Theory and Tourism

Stakeholder theory was first introduced by Richard Edward Freeman in 1984, it focuses on searching for proactive ways to change the way in which the world of business operates in relation to surrounding environment (Freeman *et al.,* 2004). It also aims at pushing destination managers to be very clear about how they want to run their urban destination; specifically what kinds of relationship they want and need to create with other tourism stakeholders in order to achieve their goal. Furthermore, Freeman argues that destination managers must formulate, design and implement strategies that will satisfy all tourism stakeholders in the country

(Freeman *et al.,* 2004). In tourism stakeholders comprises tourism planners who have a complete picture of all those involved in strategic planning, processes and results of a tourism destinations. The assumption underlying the stakeholder theory is to capitalize on the collective intelligence and capacity of a system which comprise different types of stakeholders to improve and transform the system for collective survival and success (Svendsen and Laberge, 2005). From applicability point of view, several empirical enquiries used stakeholder theory to study strategic planning towards sustainable urban tourism (Getz and Timur, 2005; Timur and Getz, 2002; Alonso, 2015; Khunou, 2016).

Turker *et al.* (2016) applied the stakeholder theory to investigate the role of stakeholder in sustainable tourism destination. The study found that according to the stakeholder theory, local authorities have the most responsibility to play in order to achieve sustainable urban tourism and their responsible to lead other tourism stakeholders because they are regarded to be the most powerful part, and play a very important role in conserving and preserving heritage buildings and planning for sustainable tourism. Tourism enterprises have the responsibility of preserving heritage buildings by renovating and restoring their hotels while local communities plays the role of preserving the local culture and to sustain it for future usage in tourism.

2.3.4 Mediating Effect of Strategic Planning

From this view, the stakeholders theory suggest that it is impossible to separate the sustainability factors of sustainable urban tourism (SUT) (i.e. financial support from tourism stakeholders, level of responsibility, technical support and information for

the promotion and development of tourism, support from local communities) and strategic planning for example, with regard to the economic effect and also social effect. For this reason, stakeholders theory receives extensive critics to which freeman redirected the applicability of the theory to mean voluntary agreement between adults who voluntarily affirm their commitment to certain tourism project (Aguera, 2013).

Thus, this study applies the stakeholder's theory to base on defining key players to collaborate in the strategic planning of urban destinations, thereby making this process more participatory and entering into higher level of mutual agreement (Aguera, 2013). Urban destination may be viewed as an open system with multiple and interrelated actors, from both the private sector and public sectors. Collaboration of stakeholder in urban destination is a vital for sounding strategic planning toward achieving SUT. It is therefore correct to conclude that stakeholder theory through the strategic planning mediates the relationship between destination determinants (financial support from tourism stakeholders (FS), level of responsibility (LR), technical support and information for the promotion and development of tourism (TS), support from local communities (SL)) and sustainable urban tourism. Hence the following hypothesis was proposed regarding strategic planning as a mediating variable:

H2: *Strategic planning (SP) positively mediates the relationship between destination determinants(i.e. financial support from tourism stakeholders (FS), level of responsibility (LR), technical support and information for the promotion and development of tourism (TS), support from local Communities (SL) and SUT*

2.5 Empirical Literature Review

2.5.1 The Relationship between Determinants Factors and sustainable urban tourism

Sustainable urban tourism normally depends on the best strategies and practices. Aydin and Emeksiz (2018) conducted a study in Turkey using factor analysis and confirmatory factor on 'sustainable urban tourism success factors on small tourism enterprise. The results provided seven determinant factors toward sustainable urban tourism these includes; strategic planning of urban tourism resources, cooperation and involvement among stakeholders, technical support and information for the promotion and development of urban tourism, urban image promotion, financial support from public institutions, adequate financial resources for developing tourism. Furthermore, SUT development requires both direct and indirect economic support (Aydin and Emeksiz, 2018). A study by Vieira *et al.* (2016) in Portuguese applied structure equation modelling and the findings revealed that in achieving SUT, there is need of having strong relationship between local community's satisfactions and perception of the environmental impacts of tourism. Thus, the following section will present empirically on the literatures containing the destination determinants (i.e. economic, environments, socio-culture and ICT) toward SUT.

2.5.1.1 Financial Support from Stakeholders and Sustainable Urban Tourism

Sustainable urban tourism acts as a means for economic growth and development in many urban destinations (Aydin and Emeksiz, 2018). A qualitative study by Rogerson, (2016) in South Africa aimed at analysing the importance of urban tourism under the economic perspectives. The findings revealed that sustainable

urban tourism supports economic growth; urban development and diversification of tourism activities. Aydin and Emeksiz (2018) in a quantitative study using structural equation model assessed the relationship between the SUT factors and economic performance of small enterprises in a city of Eskisehir, Turkey' which reveals that SUT can be affected by economic performance.

2.5.1.2 Level of Responsibility and Sustainable Urban Tourism

Rasheed (2013) aimed at investigating sustainable urban tourism in Cairo historical city using mixed-method strategy with an in-depth case study. The findings indicated that regardless Cairo's national and international historical importance, the city has been deteriorating due to modernization and rapid change in urban and cultural lifestyle. Further, the findings revealed that Cairo attracts numerous rehabilitation, preservation and restoration from the governmental, national and international agencies. Different efforts such as community participation and involvement in environmental planning process are in place to ensure sustainability practices of Cairo city.

Through the application of descriptive and exploratory survey, Riniand Setiyorini (2016) aimed to investigate the role of green tourism in creating sustainable urban tourism in Bandung-Indonesia. The findings indicate that green tourism destination depends on best practices such as protection, preservation of physical environment. They also argued, in achieving SUT, environmentally friendly tourism activities must focus on the preservation of nature and the environment. Also the study indicates that sustainable urban tourism activities leads to preservation and

maintaining the cultural diverse, and protection of the environment. Consistent with the above, Babaoghli and Mahdieh (2015) explored the effects of tourism on the economy and the social wellbeing of Kurdistan Iran. Through the use t-test, ANOVA and Person test, the findings specifies that marginal market, protected environment, historic place and culture are the most positive parameters for sustainable urban tourism.

2.5.1.3 Technical Support and Information for the Promotion and Development of Tourism and Sustainable Urban Tourism

Using a post-positivist approach with multiple case studies, a study by Abeysekara (2017), aimed at investigating on how small tourism enterprises in Sri Lanka explore the use of ICT (Technical support and information for the promotion and development of tourism (TS) in order to attain business values. The study revealed that for attaining global attention (i.e increases efficiency and customer satisfactions) urban tourism enterprises need to apply online intermediaries; collaboration among online trading partners, and the use more affordable device.

Ali and Frew (2014) conducted a study in United Kingdom (UK) using online survey followed by semi-structured interview aimed at investigating the role of ICT as an innovative approach for sustainable tourism development. The findings revealed that ICT was found to be useful and innovative for managing information and distribution which lead to better decision making. Also ICT lead to innovation in tourism enterprises and positive perception towards urban tourism products, proper monitoring, developing partnership among service provider, and supporting stakeholder's relationships. Ali and Frew (2014) further indicated that the need for

ICTs to destination managers and eTourism expertise is seen in information processing through data processing, sharing information, and communication among tourism publics, searching and selecting information.

2.5.1.4 Support from the Local Community and Sustainable Urban Tourism

Stakeholder's involvement acts as a main factor in achieving SUT. Sustainable urban tourism can only be achieved if stakeholders are full involved, participating and collaborating in urban tourism decision making (Aydin and Emeksiz, 2018). Asante *et al.* (2010) by using Structural Equation Modelling (SEM) conducted a study on resident's attitudes for sustainable tourism development in Oahu, Hawaii. The study aimed at investigating the perceptions of local communities towards sustainable urban tourism. The results confirm that in achieving SUT, there is need of having strong relationship between local community's satisfactions and perception of the environmental impacts of tourism. The study further added that, the negative environmental impacts of tourism come from solely depending and viewing tourism in economic benefits while neglecting its sustainability.

Likewise, Eusébio and Carneiro (2012) carried a study aiming to investigate the socio-cultural impacts of tourism in urban destination in Portuguese through correlation and regression analysis. Specifically they aimed to analysing the interaction between residents and visitors in urban destinations and giving out factors which influence the interaction. The findings revealed that, resident-visitor interaction as one with high positive impacts and this stands to be the main factor that any organisation or agency should take into account while promoting sustainable

development of urban tourism destinations. Moreover, Farouk (2013) conducted a study using mixed-method aiming to explore the impact of globalisation in Cairo. Farouk findings suggest that in order to achieve sustainable urban tourism there is need of involving local communities in decision making, involvement and participation for all stakeholders in creating sustainability of urban tourism cities.

2.5.2 Strategic Planning and Sustainable Urban Tourism

A mixed research was conducted by Acha-Anyi, (2014) in South Africa using descriptive statistics, exploratory factor analysis, factor correlation analysis, Spearman's rank correlations, ANOVA tests and t-tests aimed at finding out how good sustainable urban tourism strategies can solve the local communities problems (i.e unemployment rate, poverty alleviation and reducing crime incidences). The findings reveal that sustainable urban tourism resources require good strategies for transforming urban tourism destination into attractiveness and competitive destination. Also the study highlighted the importance raising awareness and consultations with stakeholders as key strategy for sustainable urban tourism development.

A survey study was conducted in Iran by Asadi (2011) aimed at developing strategies for developing urban tourism using the available input, matching the product and involvement in decision at all levels. The development of urban tourism depends on the available instruments and techniques at all levels of strategic planning (i.e destination or site, urban, regional and international). The findings indicate that strategies and planning is the main prerequisite for the sustainability and development of urban tourism. Also the study suggest that the determination and

prioritization of urban tourism strategies by the urban tourism planners should consider the strength of the urban tourism resources, looking for new markets for their products through market penetration and develop urban tourism products. Awedyk *et al*. (2018) conducted a study using mixed method on sustainable tourism development strategies in Poland which aimed at investigating the tourism development through strategic planning, tourism stakeholders' participation and sustainable development principles. The study revealed sustainable urban tourism development requires good strategic planning indicators, implementation, monitoring and evaluation.

All studies had different view of looking on the destination determinants of sustainable urban tourism. Vieira concentrated on the cost-benefit analysis of an urban destination through the management impacts on the economic and social aspects; Aydin and Emeksiz (2018) concentrated on determining the 'sustainable urban tourism factors and provided seven factors for achieving SUT. While Zamfir, and Corbos his study was looking at the importance of conservation and protection of resources, management strategies and tourism development and finally Goffi's study was concerned with competitiveness of a destination. This study adopted Aydin and Emeksiz (2018, Zamfir and Corbos and Goffi in coming up with strategic plans for achieving sustainable urban tourism (SUT).

Table 2. 1: Summary of Empirical Literature Review

SN	AUTHOR	COUNTRY	METHODOLOGY	FINDINGS
1	Aydin and Emeksiz (2018)	Turkey	factor analysis and confirmatory factor	The results provided the seven key factors of sustainable urban tourism
2	Vieira *et al.* (2016)	Portuguese	A quantitative research through Structural equation modelling methods were	Achieving SUT, there is need of having strong relationship between local community's

SN	AUTHOR	COUNTRY	METHODOLOGY	FINDINGS
			employed to analyse the proposed model	satisfactions and perception of the environmental impacts of tourism.
3	Rogerson, 2016)	South Africa	Qualitative	sustainable urban tourism supports economic growth; urban development and diversification of tourism activities
4	Rasheed (2013	Egypt	mixed-method strategy with an in-depth case study,	Different efforts such as community participation and involvement in environmental planning process are in place to ensure sustainability of Cairo city
5	Riniand Setiyorini, 2016)	Bandung-Indonesia	Descriptive and exploratory survey	In achieving SUT environmentally friendly tourism activities must focus on the preservation of nature and the environment
7	, Babaoghli and Mahdieh (2015)	Iran	T-Test, ANOVA and Person test	The findings specifies that marginal market, protected environment, historic place and culture are the most positive parameters for sustainable urban tourism
8	Asante *et al.,* (2010)	O'ahu, Hawai	using Structural Equation Modelling (SEM)	In achieving SUT, there is need of having strong relationship between local community's satisfactions and perception of the environmental impacts of tourism.
9	Eusébio and Carneiro (2012)	Portuguese	correlation and regression analysis	residents-visitor interaction as one with high positive impacts and this stand to be main factor any organisation
10	Abeysekara (2017)	Sri Lanka	post-positivist approach with multiple case study	For attaining global attention (i.e increases efficiency and customer satisfactions) urban tourism enterprises need to apply online intermediaries; collaboration among online trading partners, the use more affordable device.
11	Ali and Frew (2014)	United Kingdom (UK)	online survey and semi-structured interview	ICT was found to be useful and innovative and managing information and distribution which lead to better decision making; the need for ICTs to destination managers and eTourism expertise is seen in information processing
12	Acha-Anyi, (2014)	South Africa	mixed research; descriptive statistics, exploratory factor analysis, ANOVA test	sustainable urban tourism resources require good strategies for transforming urban tourism destination into attractiveness and competitive destination
13	Awedyk et al, (2018)	Poland	Mixed method	Sustainable urban tourism development requires good strategic planning indicators,

SN	AUTHOR	COUNTRY	METHODOLOGY	FINDINGS
				implementation, monitoring and evaluation

Source: Author's Compilation

2.6 Policy review

Sustainable urban tourism is perceived as a new form of green tourism and it has become the main concern among researchers and tourism practitioners. It involves both the socio-culture, economic, environmental and ICT implications (Lerario and Turi, 2018). It has been practised by local communities in three pillars of sustainability (i.e. environment, economic, socio-cultural) that minimize the negative aspect of conventional tourism on the environmental thereby enhancing cultural integrity of the local communities (Andari, 2016). Although sustainable urban tourism is a new form of green tourism, there are some areas of policy implications which need more attention in order to ensure sustainability of Tanzania urban destinations.

First, the government need to set measures that will ensure all the source of unsustainability of urban tourism destinations (for example, un-planned hotels, motels, cottages, beach resorts, restaurants, insufficient drainage infrastructures, slums, poor transport network and unplanned industrial activities) are controlled. Sustainable urban tourism destinations must produce sustainable performance, thereby forming the basis for the development of a sustainable competitive advantage (Diaz and Rodriguez, 2016).

Secondly, the involvement and participation of local community in urban tourism development provides benefits of resource utilization at the community level thereby encouraging sustainability and management of urban resources. The management of urban tourism resources and community that utilize the urban resources has become a crucial issue in the policy planning and transparent communities in urban tourism organisation assisting the national to make adequate management of resources, facilitates and deals with conflicts. Moreover, they convince the government to form regulation in favour of environmental protection, human resources development and sustainability of the tourism industry. Furthermore, the community based tourism management creates a suitable environment of tourism in urban destination.

Thirdly, sustainable urban tourism is a key aspect in managing and maintaining the competitiveness of an urban destination (Diaz and Rodriguez, 2016). However, the negative effect resulting from tourism can result into four levels namely; economic, social-cultural, ICT (media) and environmental wellbeing. In addressing this impact, the concept of sustainability has gained impetus. The concept of sustainability comprises three factors. The first factor is key resources and supply chain that contribute to the urban destination competitiveness. The second factor contains leisure and governance. Since Tanzania has large urban destinations, thus it needs proper management and strategic planning of the space for proper allocation of resources (Yu *et al.,* 2016). In this regards, leisure activities need large areas that should be defined correctly so as to attain sustainable development of the urban destination. Third factor is infrastructure and securities which are the most crucial competitive advantage over other destination. However, Tanzania has poor tourism

infrastructure which limits the country to compete with similar destination in the world. It is also a challenge for implementation of sustainability practices in urban destination which relies of good infrastructure (Yu *et al.,* 2018).This challenge is predominantly critical, as both public and private sectors have to rely on government infrastructure in order for them to market their products (Diaz and Rodriguez, 2016).

2.7 Synthesis of the Empirical Literature Review

Looking at the foregoing the empirical literature on destination determinants of SUT, the empirical literature review concludes that all the authors agree that economic determinant through financial support from tourism stakeholders, environmental determinants through level of responsibility, ICT determinant through technical support and socio-cultural determinants through support from the local community are the prerequisite for sustainable urban tourism (Farouk, 2013 ; Andreea and Razvan-Andrei, 2015; Ivna *et al*., 2016; Acha-Anyi, 2014).

Inasmuch as socio-cultural issues and tourism resources differ from one urban destination to another. Each destination stands to be unique and require strategic plans basing on the availability of tourism resources. For instance, nature based urban tourism can be differentiated from historical urban destination through the model adopted for its development. Furthermore, sustainable urban tourism needs strategic planning and proper management of resources for each region rather than applying ready-made generalized ones (Acha-Anyi, 2014).

Empirical literature on economic benefits and sustainability of urban tourism indicates that policy makers should not look at the economic benefits of urban tourism per se but also the sustainability of urban tourism as a potential for national economic development and livelihoods of the communities (Rogerson, 2016; Aydin and Emeksiz, 2018).

Empirical literature on environmental determinants towards sustainable urban tourism indicates that environmental sustainability depends on proper planning practices on the most four approached to destination planning (i.e limit of acceptable changes, Environmental impact assessment (EIA), Carrying capacity (CC) and Visitor impact management (VIM) (Rasheed, 2013; Riniand Setiyorini 2016; Babaoghli and Mahdieh, 2015).

2.8 Research Gap

A critical review of the literature on sustainable urban tourism indicates that scholars have used both social exchange theory and stakeholders' theory to explain the determinants of sustainable urban tourism. The empirical literatures on SUT indicate that studies have concentrated on developing different aspects of sustainability including, green tourism and sustainability, local community involvement in sustainable urban tourism and indicators for SUT.

From quantitative research point of view scholars have used the structural equation modelling to build models which explain the determinants of sustainable urban tourism. The models indicate that three main determinants of sustainable urban

tourism include economic, environmental and socio-cultural. However, the models have left out the important issue of strategic planning as a mediating factor in achieving sustainable urban tourism. Furthermore, the models have left out the role of ICT as determinants of sustainable urban tourism. Moreover, the literature on determinants of sustainable urban tourism (SUT) in Africa is scanty whereas in Tanzania the literature on SUT is non-existent. Most of the literatures in sustainable tourism in Tanzania have focused on nature and historical sites sustainable tourism. This study therefore aim at filling the above gap by examining the mediating role of strategic planning in determining the destination determinants of sustainable urban tourism using structural equation modelling.

2.9 Conceptual Framework

During the last decade or so scholars have studied the relationship between sustainable urban tourism and destination determinants using social exchange theory (Achi-Anyi, 2013, Viera *et al*., 2016; Brida *et al*., 2011; Cañizares *et al*., 2014; García *et al*., 2015; Látková and Vogt, 2012; Nunkoo and Ramkissoon, 2010; Stylidis *et al*., 2014). Consistent with SET, these studies postulate that the way stakeholders perceive exchange benefits from urban tourism they will support sustainability initiatives (Viera *et al*., 2016) and vice versa (Nunkoo, 2012).

Several scholars have studied the impact of stakeholder involvement in sustainable tourism development the stakeholder theory (Bashir, 2012; Abdelgadir *et al*., 2017); Wan and LI, 2013; Choibamroong, 2011). Consistent with stakeholders' theory, the

findings of these studies conclude that the more the involvement of stakeholders in tourism planning the more sustainable the tourism process.

Sustainable urban tourism is influenced by the stakeholders' perceptions of the positive and negative impacts of tourism (Gursoy *et al*., 2010; Nunkoo, 2012; Stylidis *et al*., 2014), on the economic, socio-cultural and environmental dimensions. From economic impacts point of view tourism can boost employment opportunities and additional income (Vieira *et al*., 2016).

From socio-cultural impacts point of view the most common positive consequences are the revival of local traditions and festivities, inter-culturalism, and the cultivation of pride and cultural identity. Some of the negative socio-cultural impacts include traffic congestion and parking issues, crime and acculturation phenomena, and a loss of identity (Vieira *et al*., 2016; Asante *et al*., 2010). As for environmental impacts, among the negative impacts of tourism on the environment include pollution, landscape degradation and the consequent destruction of wildlife (Abdelgadir *et al*., 2017; García *et al*., 2015; Vieira *et al*., 2016).

Previous studies using structural equation modelling have postulated that there is a direct relationship between sustainable urban tourism and the three destination determinants namely, economic, sociocultural and environmental (Vieira et al., 2016). This study argues that in order for destination determinants to have full effect on sustainable urban tourism they need to be mediated by strategic planning.

Using the foregoing argument the author has developed a conceptual model of sustainable urban tourism in Figure 2.1. It suggests that destination determinants including; financial support from tourism stakeholders, level of responsibility, technical support and information for the promotion and development of tourism, support from local Communities affects SUT. It also suggests that strategic planning mediates the association between destination determinants and sustainable urban tourism. It was proposed from this study that support of sustainable urban tourism strategy is affected both directly and indirectly by the interplay of the four determinant factors. Thus, the structural relationships among the proposed constructs were investigated as a major focus of this study.

On the left side of the framework are the four destination determinants toward achieving sustainable urban tourism. These four determinants were the independent variables. Since each of these factor is a latent variable, varying number of measured indicators were used to measure and record responses. The latent variables from economic determinant (i.e financial support from tourism stakeholders (FS*)* is adopted and adapted from Aydin and Emeksiz (2018); The latent variables from environmental determinant (i.e level of responsibility) is adopted and adapted from Vieira *et al*. (2016); while the latent variables from the ICT determinant (technical support and information for the promotion and development of tourism (TS) is adopted and adapted from Aydin and Emeksiz (2018) while the Socio-cultural determinant (i.e support from local Communities *(SL)*) is adopted and adapted from Rahman and Jahan (2016).

At the right hand side on top are strategic planning of which is the dependent and a mediating variable of the study. This variable is also latent and was measured using 8 measured indicators. The direct relationship between the dependent variables and the independent variables are shown using solid arrows drawn from each destination determinants pointing to Sustainable urban tourism. This constitutes hypotheses (H1a – H1d) of the study. On the right side down is the SUT which is the dependent variables of the study. This variable is also latent and was measured using 4 measured indicators. The indirect relationship between the dependent variables and the independent variables are shown using dotted arrows drawn from each destination determinants pointing to strategic planning then to the dependent variable (SUT). Strategic planning was used a mediating variable of the relationship between the destination determinants (independent variable) and sustainable urban tourism (dependent variable), hence addressing hypotheses H3: (H3a-H3d) of the study. The relationship between mediating variable (strategic planning) and dependent variable (sustainable urban tourism) was measured through Hypothesis (H2).

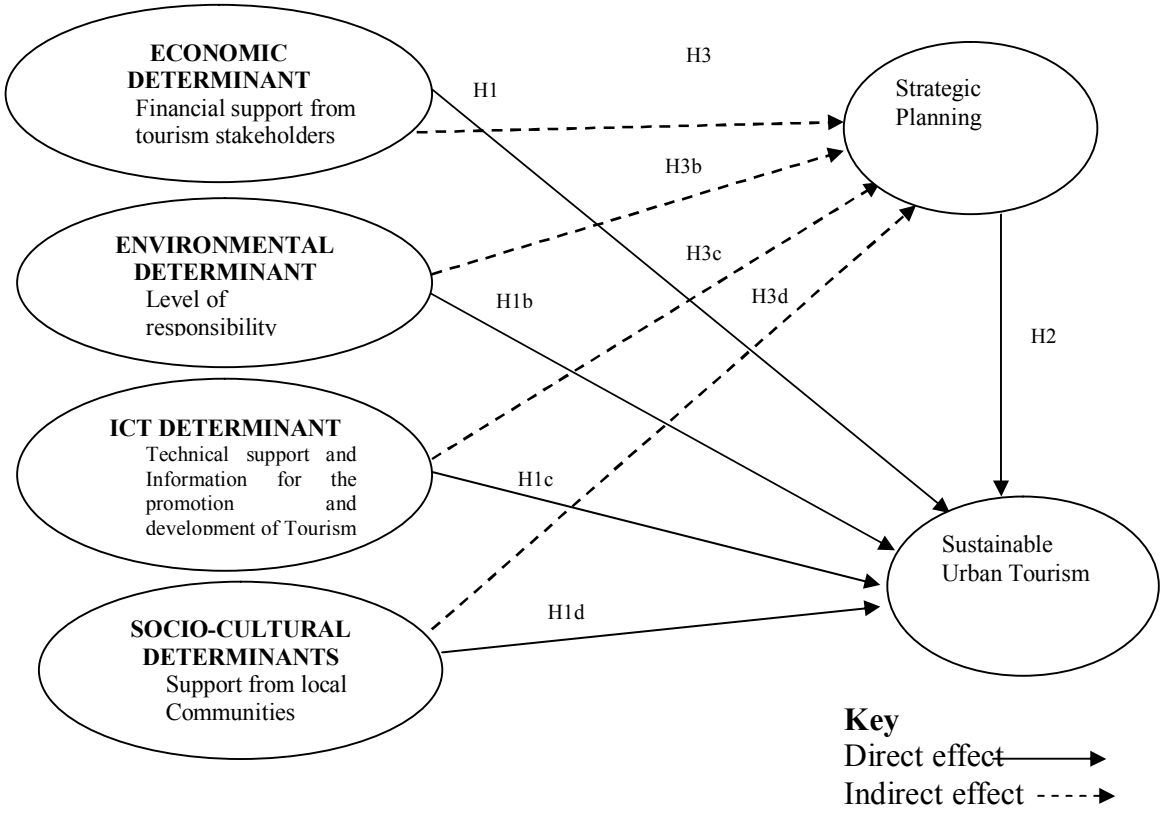

Figure 2. 1: SUT Conceptual Framework

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Chapter overview

This chapter explains the methodology applied in carrying out the research. It starts by highlighting the research philosophy guiding the study followed by a description of the research design and the study area. Moreover, a description of the sample size and its selection is explained. Data sources and collection techniques are explained followed by questionnaire design and operationalization of the research variables. The validity and reliability of the research instrument are justified. The procedures followed in data processing and analysis including a highlight on model fit summaries is presented.

3.2 Research Philosophy

Philosophically, researchers make claims about what is knowledge, how we know it, what values go into it, how they write about it and the processes for studying it (Creswell, 1994). The positivist approach to research assumes the use of objective, scientific methods to foster scientific knowledge (Lambert, 2015). The scientific method requires a researcher to formulate hypotheses, collect observable quantifiable data and then test hypotheses basing on mathematical procedures and statistical analyses (Lambert, 2015). Furthermore, the scientific method requires the use of measurement, and an empirical or scientific basis for carrying out research on populations and samples. According to the literature (Kraska, 2010; Lambert, 2015; Creswell, 2015) it is recommended using a quantitative approach to address research problems which require “(a) identification of factors that influence an outcome, (b)

the utility of an intervention, or (c) understanding the best predictors of outcomes" or testing a theory. In this study, the research problem requires the identification of determinants of sustainable urban tourism and the testing of a theoretical model, thereby justifying the use of a quantitative approach.

3.3 Research Approach

This study applied deductive approach which aims at generating hypothesis and testing them through theory. The study begins with theoretical understanding on the relationship between the destination determinants (i.e financial support from tourism stakeholders (FS), level of responsibility (LR), technical support and information for the promotion and development of tourism (TS), support from local Communities (SL)), strategic planning and sustainable urban tourism. Through the application of deductive approach data collected was used to assess the hypothesis which relates to the theory of the study and explain causal relationship between the variables. With this approach, the researcher was capable to use structural methodology to help in the reapplication of the study if needed.

3.4 Research Design

This study used a non-experimental, correlational, cross-sectional, survey research design. This study is non-experimental, in that it relies on measurement, and does not involve the intervention of the researcher. Scholars argue that correlational design is appropriate if the goal of the research is to relate two or more variables to examine their influence on each other (Lambert, 2014; Creswell, 2012). According to the literature on research methods there are two types of correlational designs: Those

which are useful in predicting outcomes or prediction design, and those used to explain relationships among variables or explanatory design Lambert, 2014; Creswell, 2012). This study adopted an explanatory research design because it seeks to explain the relationship between variables.

According to the literature on research methodology there are two types of survey designs: cross-sectional and longitudinal (Creswell, 2012). This study adopted a cross-sectional survey design because the data was collected at one point in time. Cross-sectional survey designs are useful in collecting data relative to "current attitudes, opinions, or beliefs" (Creswell, 2012).

3.5 Target Population

The target population of this study was all decision makers of tourism organization in urban destinations in Tanzania. A tourism organization is defined according to UNWTO to be a body responsible for the promotion of sustainable and tourism development. They are leading nation organization in the field of tourism, which promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector. They save as a national forum for tourism policy and practical sources of tourism knowledge. The respondents were the individuals responsible for making decisions on matters of sustainable tourism within their organizations which are located in urban destinations. Such individuals would be either the top management in the tourism organization or owners-managers of these organizations which is composed of both private and public.

3.6 Area of Research

This study was conducted in the two Tanzanian urban tourist destinations (Arusha and Dar es Salaam). These destinations were selected because of abundance tourist attractions and activities, availability of different tourism amenities, various accommodation facilities and easy accessibilities. The researcher could not cover the whole urban destination of the country. Therefore, the researcher selected the two urban destinations that are typical cases of urban tourism in Tanzania. These areas were selected from the northern and the coastal circuits of Tanzania. Secondly, the researcher found most of the tourism organisations listed in the Tanzania Confederation of tourism (TCT) directory was located in these regions (TCT, 2007). The TALA list of tourism licensed organisations also indicated that the majority of the licences were issued to the same regions as explained in the TCT directory (TALA, 2008).

Arusha is a bustling town and a starting point of unforgettable safari adventure in Tanzania. The destinations is a getaway to the famous tourist attractions (i.e Serengeti national park, Ngorongoro multiple land use, Olduvai historical area, mountain Kilimanjaro, Manyara NP, Arusha NP), it also hosts international conferences and events (Mkumbo, 2010), the headquarter to regional intergovernmental organisation (EAC) and a historical city hosted UN's Tribunal (ICTR); Arusha is headquarter to Tanzanian legal authority for managing and conserving both natural and cultural resources (TANAPA), it is an intercultural destination with standing Maasai and Tatoga cultures. The destination has international facilities such as Arusha international Conference Center, Naura spring,

Ngurudoto to mention but a few, and the destination is easy accessible with air and road transport from different parts of the world.

Dar es Salaam was selected due to its high population and urban tourisms development compared to other cities within the country. The destination is characterized as the fastest growing city in the Sub-Saharan region. Dar es Salaam acts as a gateway to other tourist destinations within and outside the country due to its accessibility. The destination encompasses international facilities and infrastructures (conference centres, hotels, lodges, airport), cultural and historical attractions, natural resources, population diversity and also it acts as a main business centre in the country and Sub-Saharan countries (Wight *et al.,* 2005). See the map of the area of research in Figure 3.1.

Figure 3. 1: Maps of the Study Area

3.7 Sampling Frame

The decision to select a sample size of studying the whole population is subjective to many factors. For example, Ahrens and Zascerinska (2014) argue that the conditions

influencing the researcher to adopt a sample study is divided into two parts; external and internal factors as illustrated in Table 3.1

Table 3. 1: Factor that influence sample size

Internal factors	External Factors
Surrounding and resource factors	Surrounding and resource factors
Access to the sample	Access to the sample
Time	Time
Personnel and its competences and experience	Personnel and its competences and experience
Technical Support	Technical Support
Researcher Factors	Measurement procedures
Aims of research	Researcher Factors
Research methodology	Aims of research
Motivation	Research methodology
Interest	Motivation
Skills and experience	Interest
	Skill and experience

Source: Ahrens and Zascerinska (2014)

According to the findings from the informal interviews a researcher conducted in Tanzania tourism organization, determining a sampling frame of tourism organization located in Dar es Salaam and Arusha was impossible. The major reason that led to lack of sampling frame in Tanzania is the lack of an up to date and completes database indicating all registered tourism organization in Tanzania (Kilangi, 2012). Tourism organizations in Tanzania are fragmented across different governmental and private institutions, donor agencies, and private associations (URT, 2003b), Ministry of Natural Resources and Tourism (MNRT), Business Registrations and Licensing Agency (BRELA), and Tanzania Revenue Authority (TRA) are the only institution that were referred to having important data concerning operating tourism organization in Tanzania. The oral discussion with member from MNRT during informal interview revealed that they have not conducted any survey on the number of operating tourism organization in Tanzania.

The researcher also contacted the Business Registrations and Licensing Agency (BRELA). BRELA registers the names of the company without categorising them into functionality nomenclature. The researcher also contacted TRA division under the Tax payer desk. However, the division has never conducted any study concerning the number of tourism organization in Tanzania. Therefore, in the absence of an acceptable tourism organization sampling frame a list of tourism organisations borrowed from Kilangi (2012) who used the TCT directory to create the initial list of tourism organisations (TCT, 2007). Based on the TCT directory as reported by Kilangi (2012), the researcher managed to get information from members of TATO, TASOTA, TAOA, HAT, and ITTA, as indicated in Table 3.2.

Table 3. 2: TCT Licensed Private Sector tourism organization Members Summary

TCT Associations Types	Total
Tanzania Association of Tour Operators (TATO)	181
Tanzania Society of Travel Agents (TASOTA)	25
Tanzania Association of Air Operators (TAOA)	14
Hotel Association of Tanzania (HAT)	39
Intra-African Tourism and Travel Association (ITTA)	7
Tanzania Hunting Operators Association (THOA)	N/A
Tanzania Professional Hunters Association (TPHA)	N/A
Tanzania Tour Guides Association (TTGA	N/A
Total	**311**

However, the list provided did not include all organisations in the tourism sector. The TCT membership for tourism organisations is voluntary. Additionally, the TCT list did not categorise the public organisations into tourism sectors. Furthermore, the researcher used the Tanzania tourism master plan from the MNRT to generate a list of Tanzania public tourism organization (MNRT, 2002). The list included public

tourism organisations that were licensed to carry out tourism activities in Tanzania (see Table 3.3).

Table 3. 3: MNRT Licence Public Tourism Organization Types for 2008

Public Tourism Organization
Tanzania Tourist Board (TTB)
National college of tourism and Hospitality
Tanzania National park Authority (TANAPA)
Ngorongoro Conservation Area Authority (NCAA)
Universities
Tanzania Wildlife Research Institute (TAWIRI)
Tanzania Forest research institute (TAFORI)
Tanzania Fishery research Institute (TAFIRI)
National Museums
National Environmental Management Council (NEMC
Total 10

As indicated in Table 3.3, there were ten public tourism organization licensed under the MNRT. This means that some of the organisations had more than two branches in Tanzania regions. Again, the MNRT list included all the public tourism organisations whether small, medium-sized or large organisations. The MNRT list provided additional organisational information such as addresses, telephones, e-mail addresses and website.

3.8 Sample Size

With an effort of determining the sample size, it involves the estimation of the number of the respondent that should be interviewed for this study. According to Hair *et al.* (2006) determining the sample size is a more difficult process which involves considering the practical and statistical significance of the study. With the practical significance, it determine if the study can be applicable and substantially useful for managerial repercussions, while the statistical significance determines

whether the study results warrant scientific generalization of the findings. The determination of the sample size is also a function of quantitative factors which includes precision level desired (sampling error), the desired confidence interval level, standard deviations, and data analysis techniques.

The use of structural equation modeling (SEM) requires a large sample size. In this study, the research instrument consisted of forty one (41) indicator variables. The sample size of this study was considered in relation to the numbers of observed indicator variables and a widely accepted rule of thumb that is 10/15 cases per indicator variable (Kline, 2011; Byrne, 2010). Hence the sample size of 12 x 41 which equals 492 would suffice. Taking into consideration the two urban destinations (Arusha and Dar es Salaam) and considering the population of each sample, the sample size of each were computed as follows:

Arusha Urban destination 0.5 x 492 = 246

Dar es Salaam Urban destination 0.5 x 492 = 246

Bernard (2006) states that paper-based survey delivered through drop and collect techniques on average achieves a response rate of up to 60% where Nulty (2008) states that paper-based survey achieves an average response rate of 56.5%. The rate of 60% was used to compute the actual number of questionnaires that would be distributed in order to achieve back at least 492 filled questionnaires as follows:

Let NS be the number of questionnaires to be distributed at Arusha urban destination and (R) is the number of response rate (0.50). The number of questionnaires that were distributed at Arusha and Dar es Salaam

60% = 492

100% =?

NS =100 x 492/60 = 820

Hence the total number of questionnaires that were distributed in this study was 820

3.9 Sampling Technique and Response Rate

In order to select sampling techniques in a research it requires considerable effort to ensure a true representation of the population. The sampling technique must minimize the possibilities of selection bias. The researcher can decide whether to use traditional sampling or probability sampling (Malhotra, 2004). Each approach has distinctive characteristics affecting true representation and minimization of bias. Within the traditional sampling approach, the researcher must also decide whether to have a sample with or without replacement.

The study applied a quantitative design, the probability sampling technique would have been used once the sampling frame was established (Malhotra, 2004). Thus the study applied the quota sampling technique because data was collected from more than one region. A quota sample is quasi probability, meaning that it is partly probability and partly non probability. Again, the study involved several tourism organizations with different types. Therefore, the sample should fairly represent the selected tourism regions and the various tourism organization types.

The researcher applied a combination of quota sampling based on an estimated quota per region. The exact selection of organisations was made by using snowball sampling technique (Goodman, 1961; Heckathorn, 2002). The MNRT list and TCT

directory were used as entry points for contacting tourism organizations in both Dar es Salaam and Arusha urban destinations. Given the fact that the researcher could not establish a sampling frame, a potential list of organisations based on the TCT directory, MNRT through tourism master plan, word-of-mouth, and walking-around strategy were created. Thus the number of respondents contacted was 820 which were 100% of the total number. However, the researcher found hard in contacting the stated list since most of the organisations operated in both regions. A response rate was 59.4 % which make a total of 487 questionnaires, and nearly to 60% as suggested by Bernard (2006).

Therefore, a researcher decided to walk from one organization to another and used the information from the list given by MNRT and TCT to identify tourism organizations in the visited region. The most effective way to start contacting these organizations was to walk around the office in Dar es Salaam and Arusha. Most of the tourist organisations were found along the airports, tourism office zones and historical places. Consequently, most of the tourism organizations were also located in those areas. The researcher continued recording the new entrants in our list and made more contacts. The researcher managed getting the respondents trust through being introduced by someone who knew well from their known local networks. This technique not only increased the response rate, but the respondents were also in a confident position to ask for additional information while filling the questionnaire. The introduction letters from The Open University of Tanzania added credibility.

3.10 Methods of data collection

Self-administered structured used to collect data through questionnaire through the drop and collect technique. The drop-and-collect technique, involves leaving questionnaires and collect after being filled in by the respondents. According to Bernard (2006) drop and collect method allow the researcher to collect a large number of data with low costs with a response of at least 60%. Prior to data collection, a questionnaire pre-test was done on November, 2018 before engaging in data. A questionnaire pre-test helps the researcher to test the reality; how likely the research process is to work, it helps to determine the strengths and weaknesses of the survey concerning question format, wording and order.

During questionnaire pre-test, twenty (20) questionnaires were sent online using emails to key respondents in order to find out the following issues, time taken to fill up the questions, common understanding and interpretation of the questions by different target respondents. However, face to face was done in order to assess the respondent's willingness and behaviour to answer the questions. Based on the findings from the questionnaire pre-test, the actual data collection was developed.

3.11 Variables and Measurement Scale

The latent variables from financial support from stakeholders adopted and adapted from Ayadin and Emerksiz (2018), Vieira *et al*. (2016) and it measured eight items. The latent variable from level of responsibility is adopted and adapted from Muhammad (2011) and measure seven items. The latent variables from the technical support and information for the promotion and development of tourism is adopted

and adapted from Birgul (2018) and measured six item. The support from local communities (SL) are adopted and adapted from Rahman and Jahan (2016) and it was measured by seven items. The mediation variable for this study was strategic planning and its measurement was borrowed from Maxim (2013) and it includes nine items. Lastly the endogenous variable for the study was sustainable urban tourism and its measurement was borrowed from Rini (2016) and Stahan (2018) as it was measured by four items. Responses for these variables were measured on a 5-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree (see appendix one for attached questionnaires).

3.12 Data processing and analysis

This study applied a quantitative approach whereby the collected data were coded and entered into SPSS software version 20. IBM Amos software version 25 was used to run the CFA and SEM models. Descriptive and inferential analyses were carried out in the current study.

3.12.1 Descriptive Analysis

Before model testing, descriptive analysis was applied to profile and ease the understanding of the urban tourism organizations with various characteristics which includes; employment status, education, nationality and gender balance in relationship with number of women working into high level position (decision making). Frequency and percentages were used to present the above profile of the urban tourism organizations.

3.12.2 Inferential Analysis

Inferential analysis was tested by using statistical test which aimed at looking on the strength of the relationship between the exogenous and endogenous variable whether these relationships are due to chance or otherwise. The study tested hypotheses basing on a p-value ≤ 0.05 which was done using structural equation modelling technique (SEM). The study data were analysed using SEM technique with AMOS software version 25. Confirmatory Factor Analysis (CFA) was conducted to test the hypotheses that relations exist between the observed variables and their underlying latent constructs using Maximum Likelihood (ML) estimation method. ML estimation was chosen because the data were normally distributed (refer to Appendix two).

Different fit indices were used by the researcher to assess the confirmatory factor analysis and structural equation models. The fits include; The ratio of chi-square to its degrees of freedom (CMIN/DF), p-value, the Root Mean Square Error of Approximation (RMSEA), the Comparative Fit Index (CFI), Goodness of Fit Index (GFI) and Normed Fit Index (NFI) were used to assess how well the hypothesized model fits the data. According to Hooper *et al*. (2008), there are no rules of thumb for assessing model fit; but it is always the best practice to report a variety of indices as different indices reflect a separate aspect of model fit.

3.13 Assumptions underpinning Structural Equation Modelling

SEM has five main assumptions used in avoiding wrong conclusion. For a good end testing for multivariate is essential and can't be ignored. The first assumption of

SEM is that variables are normally distributed (Kline, 2011), this is measured using skewness and kurtosis. The second assumptions depend on the linear relationships between the indicator variables and constructs also among the constructs (Kline, 2011). The third assumption refers to the multicollinearity. Multicollinearity occurs when different variables measure the same thing in the SEM (Kline, 2011). The fourth assumption discusses the missing data values and outliers. The application of SEM requires the data set to have neither missing data nor outliers (Byrne, 2010). Outliers occur when the scores are different from the other value in the set of data. The outliers were tested using IBM SPSS procedures for testing the presence. This was also used to check for normality, linearity and homoscedastic.

3.14 Checking for Missing Data

There are many reasons causing missing data either from research design or not related to research design. For instance missing data from research survey include respondents ignoring answering some questions or all or sometime known as skip pattern, questions sometimes are irrelevant to the respondents or failure to locate proper respondents (Hair *et al*., 2010; Cheema, 2014). Dealing with missing data is part of the research design and under control of the researcher to establish the cause. Using rule of thumb 1 missing data with 10% can be ignored, 15% being deleted and 20-30% requires remedies (Hair *et al*., 2010). However, researchers including Hair discourage the use of mean in replacing with missing data instead they advanced methods including imputation techniques. This study used list-wise deletion method in handling missing data. Seven missing data were removed from the data set.

3.14.1 Exploratory Factor Analysis

EFA is a statistical approach that identifies the unsuitable items that can be removed to increase the reliability of the scale to be applied (Yu and Richardson, 2015). It inspects all the pairwise relations between items on a scale and extracts the latent factors from the measured indicators (Osborne, 2015). It is one of the powerful and widely statistical tools used for investigating the underlying variable structure of a psychometric instrument (Osborne and Fitzpatrick, 2012). However, in interpreting the EFA, a researcher should be guided by the theory (Baglin, 2014). Thus, this study utilized EFA to better understand the structure and the underlying pattern of associations among the multiple observed variables.

3.14.2 Confirmatory Factor Analysis Procedures and Output

CFA is regarded as a distinct type of factor analysis that is currently widely utilized by social researchers (Kline, 2010). This technique is based on theory and hence the analysis is centred on the theoretical association of the observed and unobserved variables (Schreiber *et al*., 2006). Using CFA, a researcher imposes a model on the data and test how well the imposed model fits the data collected (Santor *et al.,* 2011). The confirmatory factor analysis (CFA) was used in this study to verify the determinants of sustainability towards SUT which was determined using the results of EFA, validity and liability. The quality of the instrument was assessed using CFA through the estimation of a measurement model by using the maximum likelihood method. Both the items and constructs operationalised according to the literature, assuming correlations between the constructs (Vieira *et al.,* 2016). The CFA assists in assessing the contribution of each scale item and establish on how much the scale

used in measuring the basic latent construct (Hair *et al.,* 2010). The measures in this model include the maximum livelihood and covariance matrix. Generally, the CFA represents the measurement models of the structural equation modelling (SEM). Measurement model were used in this study to observe the extent of covariation among the latent constructs. The factor used in the analysis refers to p-test as defined as Critical ratio by Byrne (2013) and Aydin and Emeksiz (2018).

3.15 Testing for Validity

Validity is concerned with the "extent to which a measure or set of measures correctly represents the concept of study" (Hamid *et al*., 2011:87). The validity of the collected data normally are affected by observer errors, bias from both participants and observers, participants error (Greener and Martelli, 2015). Reducing the possibility of getting the wrong data and consequently wrong inferences attention was paid to ensuring validity. For the purpose of this study, the following types of validity check were conducted:

3.15.1 Face validity

Face validity was ensured through literature review and sharing research instruments with peers who are professional in the field, finally tested during the confirmatory factor analysis (CFA) phase of data analysis.

3.15.2 Construct Validity

The researcher established construct validity by assessing the extent to which the measurement questions actually measured the presence of the constructs the researcher intends to measure (Saunders *et al.,* 2009) using the theoretical latent

constructs. Construct validity assessed how well the theory was translated into actual research and measures to draw valid conclusions from the study. Construct validity can be enhanced through selection of correct measurements for concepts being studied. In order to ensure that correct measure from concepts being studied the, selection of measurement scales for indicator variables which were used in this study was based on literature review. Construct validity can either be in the form of discriminant or convergent validity.

3.15.3 Convergent Validity

Convergent validity is used to determine the closeness among the constructs and measures while rate its magnitude (Bhattacherjee, 2012; Hair 2010). The test for convergent validity was done to establish that the constructs that are expected to be related are in fact related. A set of variables presumed to measure the same construct shows convergent validity if their inter-correlations are at least mode. Convergent validity was tested in this study.

3.15.4 Discriminant Validity

Discriminant validity measured the extent to which the observed variables of different constructs were unrelated. A set of variables presumed to measure different constructs shows discriminant validity if their inter-correlations are not too high (Kline, 2011; Uisso, 2015). To be more specific, a set of variables presumed to measure different constructs shows discriminant validity if the Average Variance Extracted is greater than the square of correlations between that factor and other

factors (Fornell and Lacker, 1981, cited in Byon and Zhang, 2010; Uisso, 2015). Discriminant validity was tested in this study.

3.16 Reliability

Reliability is of importance because it examines how well the items within the scales consistently measure the intended construct (Hair *et al.,* 2010). A general rule of reliability is that the scales should exhibit Cronbach's alpha reliability levels above 0.7 with 0.6 as the absolute lower limits of acceptable reliability (Hair *et al.,* 2010; Boley, 2013). That is, reliability acts as a degree of consistency between many variables and its measurement is randomly free and it gives the same results even if it is repeated trials (De Ville, 1991 as cited in Yoon, 2002). Kothari (2008) describes reliability as a relational of the true variance to the total variances of the data yielded by measuring instruments. A measuring instrument is reliable if it produces consistence results. Reliability indicates which instrument should be used in measuring and what is supposed to be measured. In another way, reliability has two aspects including the stability concerning with securing same results with repeated measurement of same person with the same instruments and the equivalent investigate how much errors delivered from different investigators and different sample of items studied together. However this method can be improved through standardisation and design directives for measurement by using professionals to conduct the study. The coefficient of reliability which is 1.00' shows that what percentages of variance in the measurement scale can be considered as a true variance. However two methods have been used in estimating the reliability through measurement scale including the test-re test which measures the stability of the scale

for a measure which has been repeated for many times and the internal consistency method which also involves the spilt method estimate the index of liability which has been divided into two equal parts (Devellis, 1991; Yoon, 2002).

The study used structural equation model as a statistical method, the latent variables intend to have many indicators, the construct reliability was applied this study in which the cut-off point is normally 70% (Muller, 1996).

3.17 Overall Goodness –of –Fit Measures

There is no single statistical test that describes the analytical power of a structural model (Hair *et al*., 1998; Boon, 2013). Byrne (2009) narrates that determination of which indices are acceptable estimators of goodness-of-fit is quite complex. The complexity to determine the indices comes from operating differently depending on the sample size, estimation procedure, and model complexity (Ulrich, 2009; Boon, 2013). According to Schermelleh-Engel *et al.* (2003), there are various indices which are used in testing the fitness of the model, depending on the size of the data, sensitivity and statistical power. Goodness of-fit indices are used to explain how the specified model reproduced the observed covariance matrix among the indicators (Hair *et al.,* 2010). Sometimes, a combination of measures may be adopted to evaluate the overall goodness-fit of the structural model (Jöreskog and Sörbom, 1998) including (1) Absolute fit Measure (2) Incremental fit measures and the (3) parsimony fit measures. Overall fit measures were applied in this study.

3.17.1 Absolute fit Measure

Absolute fit measure determines the extent of the overall model in predicting the observed covariance (Hair *et al*., 2010; Boon, 2013). The fit indicates how well the

theory fits. The most absolute fit measures which are widely used in SEM includes likelihood-ratio chi-square statistic, goodness of fit index (GFI) and Root mean square error of approximation (RMSEA) (Hair *et al*., 2010). Sometimes RMSEA is used as substitute to Chi-square whereby the lower RMSEA indicate good absolute model fit and its value should be below 0.8. Absolute fit measures were computed in this study.

3.17.2 Likelihood- ratio chi square

Likelihood chi-square ratio is the most fundamental measure of overall fit and is the only statistically based measure of goodness-of-fit available in SEM (Hair *et al*., 1998), though the assessment of the model fit bases on the chi-square significance, low chi-square indicates less significance between the hypothesis and the estimate models . However, the use of chi-square in goodness-of-fit analysis in SEM has been challenging due to the propensity to reject the fitted model (Schumacker and Lomax, 1996; Ulrich, 2009; Boon 2013). These errors happen as a result of non-normality in the data set and are anticipated to be appearing when sample size increases (Byrne, 2009; Ulrich, 2009). Many studies including Wong, (2002) and Boon (2013) reveal that the chi-square measure is sensitive to large sample size and sensitive to the deviation from multivariate normality of the observed variables. Chi square ratio was used in this study.

3.17.3 Goodness-of-Fit Index

GFI estimates the goodness-of-fit of a model against a totally non-fit of the data (Hair *et al*., 2013; Ulrich, 2009). The index ranges from zero (poor fit) to one (perfect fit). This shows that the higher the index, the better the goodness-of-fit of the

model. The widely accepted range of a minimum value of 0.90 is required to indicate a good fit (Hair *et al.,* 1998).

3.17.4 Incremental fit index

Incremental fit index compares the estimated model to the baseline model or frequency referred to null model (Boon 2013; Wang, 2002). The index shows how well the estimated model fit relative to alternative null model (Hair *et al*., 2010; Aydin and Emeksiz, 2018).The incremental model fits measured with normative fit index (NFI) and comparative fit index (CFI). The CFI is much less sensitive to large sample sizes. A CFI–value greater 0.90 represents good incremental fit (Hair *et al*., 2010; Aydin and Emeksiz, 2018).

3.17.5 Normed Fit Index

Normed Fit Index indicates the percentage of increment in fitness over the baseline independent model (Boon, 2013). Regardless the widely used of NFI, the index has been proven to underestimate the goodness –of –fit of a model in small sample. The index again ranges between zero (poor fit and one (perfect fit). The common accord is to take the minimum value of 0.90 as a benchmark for a good fit (Byrne, 2009; Hair *et al*., 1998; Boon 2013).

3.17.6 Fit Indices

Finally, parsimony fit indices measures model's fit relative to its complexity. The index measures the goodness of fit of the model with regard to the number of estimations required to obtain a proper fit level (Hair *et al*., 1998). The measures use

an adjusted goodness of fit index (AGFI) or a parsimony normed fit indices (PNFI) and there is no specific cut off associated with the parsimony indices though high value represent good fit of the model (Hair *et al*., 2010). High parsimony fit indices is well represented while comparing to models. Regardless model fit as important in many studies but the theory should guide the research (Hair *et al*., 2010).The smaller value of Root Mean square Error of Approximation (RMSEA), which is considered as parsimonious index the better the fit. The value ranges between 0.05 to 0.08 indicate an acceptable fit, 0.08 to 0.10 represent a mediocre fit, and any result greater than 0.10 suggest a poor fit" (Boon, 2013). The study applied the three indices in testing the model fit.

3.17.7 The Overall Model Fit

IBM using AMOS version 25 was used to examine various indicators in delivering the goodness of the model fit. This study adopted five measures including the CMIN/DF, GFI, NFI, CFI, and RMSEA. A p-value exceeding 0.05 and a normed chi-square value ($\chi 2/df$) that is below 3, are normally considered as acceptable. It further asserted that goodness-of-fit indices such as GFI, CFI and NFI should be at least 0.90 to be considered as acceptable and to indicate a good fit. (Hair *et al*., 2010), stated that RMSEA value below 0.05 is considered as a good fit, values between 0.05 to 0.08 indicate a reasonable fit as illustrated in Table 3.4

Table 3. 4: Goodness of fit value

Category	Index	Name of Index	Level of Acceptance
Absolute Fit	$\chi 2$	Chi-square/Degree of freedom	$0 \leq \chi 2/sd \leq 3$

	GFI	Goodness of Fit Statistic	$0.90 \leq GFI \leq 1.00$
	RMSEA	Root mean square error of approximation	$0.05 \leq RMSEA \leq 0.08$
Incremental Fit	NFI	Normed fit index/Tucker Lewis index	$0.90 \leq NFI \leq 0.95$
	CFI	Comparative Fit Index	$0.90 \leq CFI \leq 0.95$
Parsimony Fit	CMIN/DF	Chi-square/Degree of freedom	$0 \leq \chi 2/df \leq 3$
	AGFI	adjusted goodness of fit index	GFI $0.95 \leq GFI \leq 1.00$
N			479

Source: Hoang *et al. (*2006), Awang (2011), Ali *et al*. (2019)

3.18 Testing Mediation

A mediator is a predictor link in the relationships between two other variables including independent and dependent variable) (Afthanorhan *et al.,* 2014). Normally, a mediator variable can become an exogenous and endogenous variable at the same time. Mediation effect helps in explaining the whole process by which one variable affect another. According to Baron and Kenny (1986) the importance of using mediation is based on the strong relationship between the exogenous and the endogenous variables. Through testing of the mediation effect the researcher was able to explain the influence between these variable. According to Awang (2010) the mediation has three types mediator which is full mediation, partial mediation, and non-mediation. According to Baron and Kenny (1986) to examine the mediation effect the following condition must be applied for this study. First, the independent variable (destination determinants) must significantly affect the dependent variable (path C) (SUT). Secondly, the independent variable (destination determinants) must significantly affect the mediator (path A) (strategic planning). Thirdly, the mediator (strategic planning) must significantly affect the dependent variable (path B) (SUT). This study applied Baron and Kenny (1986) formula of mediation whereby mediation occurs when path A *B is greater than C. The types of mediation is determined for example, when path A * path B is significantly greater than path C

thus full mediation occurs. While partial mediation occurs when path A * B remain significant but less than path C. No mediation effect can be observed when path A*B is not significant and less than path C. On the other hand, Sobel test (Hair *et al.,* 2016) through bootstrapping test was applied to prove the mediation effect of strategic planning on the relationship between the destination determinants and SUT.

3.19 Ethical consideration

The questionnaire first introduced the aim of the study to participants. Anonymity and confidentiality were highly observed as suggested by Saunders *et al.* (2012). Respondents were given assurance that the information they give was for the study purposes and not otherwise. Participants were asked to freely decide to get involved in the study. The researcher also obtained the research clearance from the directorate of Postgraduate studies of The Open University of Tanzania which was sent to Dar es Salaam and Arusha tourism organization offices.

CHAPTER FOUR

RESEARCH FINDINGS

4.1 Chapter Overview

This chapter presents the findings of the study. It provide a detail understanding of what was found regarding the three objectives of the study as indicated in chapter one. Lastly the chapter presents the findings of both EFA and CFA and measurement and the structural model

4.2 Respondent's demographic characteristics

This section presents the gathered information about the respondent's demographic factors. The study comprises a sample of 479 respondents in six observed variables, who represent decision makers at both Arusha and Dar es Salaam urban destinations. Respondent's characteristics include sex, age group, employment status, level of education and professional experience were considered. The results are as indicated in the next subsections.

4.2.1 Respondents Distribution by Age

Table 4.1 depicts the distribution of study respondents by age group. It indicates that the majority of respondents (35.7%) were aged between 29 and 39 years followed by those with 18 – 28 years (34.9%), between 49 -59 years (19.4%), between 50-59 (7.7%) and (2.2%) were above 60 years. This distribution implies that the majority of study respondents were in the working group in the tourism sector in Tanzania which also represents the decision makers in the tourisms sector.

Table 4. 1: Respondents Distribution by Age

Age Group	Frequency	Percent
18- 28	167	34.9
29-39	171	35.7
40-49	93	19.4
50-59	37	7.7
60+	11	2.3
Total	**479**	**100.0**

4.2.2 Respondent's distribution by Sex

Table 4.2 depicts the distribution of respondents by sex. It shows that the majority (64.5%) of respondents were male and the remaining 35.5% were female. This distribution indicates that female respondents are less represented in the tourism industry. Things will have major implications on sustainability of urban destinations.

Table 4. 2: Respondents by Sex

Sex	Frequency	Percent
Male	309	64.5
Female	170	35.5
Total	**479**	**100.0**

4.2.3 Respondent's distribution by Employment Status

Table 4.3 depicts the distribution of respondents by employment status. Majority of respondents (61.2%) were employed in both public and private tourism sectors, 28.2% were self-employed in tourism related sectors, 7.8% were student pursuing tourism studies, whereas 2.7% were unemployed. This distribution implies that most of the respondents are individuals who are employed or self-employed in tourism

related business. In this regard they are in involved in sustainability initiatives in urban tourism destinations.

Table 4. 3: Respondents Employment Status

Employment status	Frequency	Percent
Employed	293	61.2
Self employed	135	28.2
Student	38	7.9
Unemployed	13	2.7
Total	**479**	**100.0**

4.2.4 Respondents Level of education

The distribution of the level of education is presented in Table 4.4. The distribution indicates that 39.5% of respondents were those with bachelor degrees, followed by 28.8% with professional certificate or diploma, 16.5% with primary or secondary education certificates; there were about 9.1% of respondents with a Master's degree and 6.1% with a PhD. This distribution implies that the majority of respondents are individual with professional qualifications (certificate, diploma and bachelor degree).

Table 4. 4: Respondents Level of Education

Level of education	Frequency	Percent
Primary/Secondary	79	16.5
Certificate/Diploma	138	28.8
Bachelor Degree	189	39.5
Masters	44	9.2
PhD	29	6.1
Total	**479**	**100.0**

4.2.5 Respondents Professional Experience

Table 4.5 depicts the distribution of respondents by professional experience. It shows that 64.7% had a tourism related experience whereas the remaining 35.3% had a non-tourism related experience. This distribution signifies that the majority of the

respondents had tourism related professional experience which enabled them to make decisions regarding sustainable urban tourism.

Table 4.5: Respondents distribution by Professional Experience

Professional Experience	Frequency	Percent
Tourism related	310	64.7
Non tourism related	169	35.3
Total	479	100.0

4.3 Response Rate

Out of 820 questionnaires, 487 were filled in and returned to the researcher. The number is equivalent to a response rate of 59.4%, a rate almost similar with that stated by Bernard (2006) who achieved a rate of 60%. The researcher expected 492 equal to 60% to be returned, however the 487 was below by 5, still were above the minimum rate of at least 200 response rates basing on the SEM rule of thumb. Hence the sample was adequate for the analysis to procced.

4.4 Missing Data and Outliers

Frequency analysis was done using SPSS version 20. The result indicates that 8 questionnaires out of 487 which make a total 1.4% of the sample had missing value. Hair *et al. (*2014) indicates, completely randomly missed values (CRM) variables with 10% should be ignorable, and 15% of the missing values must be deleted while 20-30% missing values need remedies. Therefore, this study applied list-wise method of deletion in which eight 8 questionnaires out of 487 were dropped out whereas the remaining 479 were used for further data analysis.

4.5 Results of normality, Linearity and Multicollinearity

4.5.1 Results from Normality Test

In assessing the normality, the commonly used statistical methods in the social sciences are based on the assumption that the data collected follow the normal distribution procedures. There univariate normality is concerned with single variable distribution and multivariate (many variables). The non-normality is measured using the kurtosis and skewness which show the scope to which the non-normality affects the normal inferences from the variance which is considered to be very sensitive through normality (Cain *et al*., 2016). According to Hair *et al*. (2010) skewness distribution can be negative or positive. A positive skewness distribution scores are concentrating below the mean while the negative skewness distribution scores are concentrating above the mean. On the other side, the Kurtosis refers to the patterns of score that assembles in the middle of the distribution. If the scores are highly concentrating at the tail and few at the middle the distribution is known as leptokurtic and if there are many score at the middle the distribution is known as platykurtic.

In this study, normalized estimates of skewness and kurtosis tested using SPSS version 20 for checking the normality of the data. The acceptable range of absolute value for skewness and kurtosis is ±2 (Gao *et al.,* 2008), other studies such as Gorondutseand Hilman, (2014) recommended acceptable absolute value of ±7. The SPSS results indicate that both the kurtosis and skewness fall within the acceptable limit. The skewness and kurtosis values indicate that normality assumptions in this study are not disrupted (see ***Appendix***)

4.5.2 Results from Linearity Test

Linearity occurs when the predictor variable in the regression have a straight line relationship with the outcome variable. The testing of linearity comes from mathematical relationship which can be graphically represented in a straight line. Field (2009) linked linearity to the state in which the mean values of dependent variable for each increment of the independent variable lie along the straight line. According to Hair *et al*. (2010), if the linearity left unattended can utterly affect the statistic inference. According to Tabachnick and Fidell (2013), the detrended normal distribution is one which the deviation from the normal for each values in the same sample are plotted against the observed values. According to Tabachnick and Fidell, if the sample is from nearly normal distribution, the deviation will cluster evenly around zero along the horizontal band that indicate there is little difference between the observed values and the expected value. This study analysed the characteristics of data through the inspections of bivariate scatter plots. The results indicated that there were no serious violations of linearity (see ***Appendix***).

4.5.3 Results from Multicollinearity Test

Multicollinearity occurs when there is a high correlation between the two or more predictor variables. In multicollinearity, one predictor variable can be used to predict the other variable. However, its major concern is in the multivariate statistical analysis (Hair *et al*., 2010). When two or more variables are highly correlated and represent the same underlying construct they measure the same construct (Kline, 2011). If this happens, only one variable should be included in the analysis. According to Kline (2011), instability in the study can be caused by extreme

multicollinearity, thus need to be attended and controlled for its effects on the further analysis. The highly correlated among the independent variables leads to a number of difficulties in splitting the effects of each independent variable on the dependent variables (Tabachnick and Fidell, 2013). Two mechanism to deal with the highly multicollinearity was proposed by Kline (2011) include removing the concerning variables or combining them together. In dealing with multicollinearity and making sure that it won't disturb the finding results, Pearson's correlation matrix with all the bivariate correlations was tested (Table 4. 9). Further, in checking the absence of multicollinearity (Fidell, 2007), suggested that correlation between the constructs should be not greater than 0.90. From the table below indicate the bivariate correlations among the constructs did not show any multicollinearity. The highly correlated coefficient was between technical support from technical support and information for the promotion and development of tourism and support from the local community with 0.90

4.6 Model Formulation and Validation

The model formulation and validation was tested to ensure the consistent of the proposed factors structures with the data collected from the field. The aim of the model formulation and validation comes from the concept that conceptual framework was developed basing on the literature review and theories. Structural analysis (SEM) and factor analysis were used in assessing how the factor structures fit the data collected. This study applied both exploratory factor analysis and confirmatory factor analysis in determining whether the construct is allied with the indicator

variables. The application of EFA before CFA and structural analysis bases from the fact that it differs from different studies.

4.7 Results from Exploratory Factor Analysis

In conducting EFA, the current study used Kaiser-Meyer-Olkin (KMO) to determine the sample adequacy for the factor analysis. The results indicate KMO value of 0.863 as indicated in Table 4.6. This value is conformable with the literatures on EFA (Aydin and Emeksiz, 2018; Boley, 2013; Hair *et al.*, 2010) which suggests a KMO greater than 0.7 at the minimum is also recommended.

Bartlett's Test of Sphericity was used to test the existence of significance correlation among the variables in the factor analysis. Bartlett's test of sphericity tested whether the correlation matrix resembles an identity matrix; where off diagonal components are non-collinear (Aydin and Emeksiz, 2018). The outcome of Bartlett's test was significant with p-value of 0.000 (less than 0.05). Significance of the factor loadings was tested using the Kaiser's eigenvalue ≥ 1 principle and scree plot. This indicates that principle factor loading with p-value of 1.0 or greater considered in the analysis. Communality values refers to the proportion of common variance present in a variable should be at least 0.5. Communalities act as good indices to show whether few factors have been retained. A variable that has no specific discrepancy would have communality of 1. On the other hand a variable that has no specific discrepancy with other variable have a communality of 0. In this case a variable whose communality is nearer to one (1) has better factors in explaining the original data (Field, 2009).

In this study the findings have met the above criteria as the communalities values ranged from 0.394 to 0.910 (see ***Appendix***).

KMO value was 0.863 while the Bartlett's Test of Sphericity was significant at $p< 0.05$ implying that the sample was adequate and the data was appropriate for factor analysis as the structure was not an identity matrix. The KMO value of 0.863 confirmed that the application of factor analysis was appropriate for creating valid results. These results are summarised in Table 4.6.

Table 4. 6: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.863
Bartlett's Test of Sphericity	Approx. Chi-Square	7421.797
	Df	465
	Sig.	.000

In deciding which factors has to be retained, Kaiser's criterion (state that all factors with eigenvalues greater than (1.0) were retained. According to Field (2009), the idea behind the criterion of the retained values is that the eigenvalues represent the amount of variation explained by the factor and that an eigenvalues of 1 represent substantial amount of variation. Oblique method of rotation was selected as it can accurately model both correlated and uncorrelated factors as opposed to the orthogonal which cannot handle correlation factors (Osborne, 2015).

Rotated EFA was done and six factors were successfully extracted. Each factor had Eigenvalue greater than one and was extracted using principal axis factoring together with oblimin rotation method. Kaiser Normalization was applied. The factors

includes: factor 1 represents strategic planning (SP), factor 2 represents level of responsibility (LR) , factor 3 represent financial support from the stakeholders (FS), factor 4 represent technical support and information for the promotion and development of tourism (TS), factor 5 represents sustainable urban tourism (SUT) and finally factor 6 represents support from the local communities(SL). The factors loadings are presented in the Table 4.7.

Table 4. 7: Sustainable Urban Tourism Pattern Matrix

ITEM	COMPONENT-FACTOR LOADING					
	SP	**LR**	**FS**	**TS**	**SUT**	**SL**
SUT1					.781	
SUT3					.723	
SUT4					.628	
SUT2					.812	
SP1	.614					
SP2	.727					
SP3	.617					
SP4	.588					
SP5	.671					
SP6	.591					
SP7	.683					
SP8	.515					
LR4		.654				
LR5		.778				
LR6		.717				
LR7		.744				
LR8		.547				
SL7						-.613
SL8						-.524
SL9						-.718
SL10						-.614
TS1				-.619		
TS2				-.745		
TS3				-.837		
TS4				-.804		
TS5				-.739		
FS1			.964			
FS3			.956			
FS4			.661			
FS5			.974			
FS6			.707			

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.
a. Rotation converged in 13 iterations.

4.7.1 Retained Factors

Six factors with at least three items loading were retained. Factors with three items were considered to be significant for the study while fewer than three being weak and not sound for the analysis as indicated in Table 4.8.

Table 4. 8: Exploratory Factor Analysis Output Lists of Retained Items

VARIABLES		ITEMS RETAINED
Strategic planning Factor (SP)	SP1	The Tanzanian tourism policy promote sustainable urban tourism
	SP2	The tourism strategic plans ensure participation, Partnership and cooperation between stakeholders
	SP3	The government emphasis on strategic planning of urban tourism development toward sustainability
	SP4	Government carry strategic planning to develop the recreational and infrastructures services to attract domestic and international tourist
	SP5	The urban destination develop effective promotion and brand strategies for attracting tourist
	SP6	Has the urban destination defined its SUT development goals and determining the future vision?
	SP7	The urban tourism develop strategic deployment fitting SUT initiatives
	SP8	Tourism policies on zoning and controls for urban tourism development are in favour of sustainable urban tourism
Level of responsibility (LR)	LR4	Do you think tourism development provides incentives for conserving historic buildings and other cultural sites in your city?
	LR5	Do you think tourism increases litter in your city?
	LR6	Do you think tourism improve the quality of public space in your city
	LR7	Do you think tourism leads to conflicts over land use zoning in your city?
	LR8	Do you think tourism encourages higher standards on local planning in your city?
Financial support from tourism stakeholders (FS)	FS1	Adequate financial support is provided to protect urban touristic attractions
	FS3	Economic attitude of stakeholders towards SUT development in Urban destination are very positive
	FS4	The government has adequate financial support for urban sustainable tourism development
	FS5	Tour operators have adequate support for sustainable urban tourism development
	FS6	Tourism entities provide financial resources for the development of sustainable urban tourism
Technical support and information for the	TS1	Sustainable urban tourism is supported by technological development

Table 4. 8: Exploratory Factor Analysis Output Lists of Retained Items

VARIABLES		ITEMS RETAINED
promotion and development of tourism (TS)	TS2	Social networking is actively used to improve tourist services
	TS3	Access of information regarding the Tanzanian urban tourism through internet is easy
	TS4	Arusha and Dar es Salaam has a functional tourism website
	TS5	Printed promotional materials of Arusha and Dar es Salaam are sufficient
Sustainable Urban Tourism (SUT)	SUT1	I participate in sustainable urban tourism-related plans and development
	SUT2	I participate in the promotion of environmental education and Conservation
	SUT3	I support the development of community-based sustainable tourism initiatives
	SUT4	I participate in cultural exchanges between local residents and visitors
Support from Local communities (SL)	SL7	Local communities involvement and participation in urban tourism development is high
	SL8	Local communities needs and demands are taken into considerations while planning for SUT in both urban destinations
	SL9	Local communities positively support sustainable urban tourism development initiatives
	SL 10	Local communities perception toward SUT development in Arusha and Dar es salaam are very positive

4.8 Factor Correlation Matrix

The correlation matrix among the factors was examined in order to ascertain their interrelatedness as well as their discriminant validity. Table 4.9 indicates the absence of high correlations among the factors, hence suggesting that the factors for this analysis are distinct and misses overlapping variables. The factor correlation matrix indicates that no discriminant validity was noted from the matrix.

Table 4.9 Factor Correlation Matrix

Factor	SP	LR	FS	TS	SUT	SL
SP	1.000					
LR	.090	1.000				
FS	-.344	.054	1.000			
TS	-.357	-.238	.320	1.000		
SUT	.281	.021	-.247	-.225	1.000	
SL	.048	.361	-.061	-.095	.031	1.000

Extraction Method: Principal Axis Factoring.
Rotation Method: Oblimin with Kaiser Normalization.

4.9 Development of Single Construct Measurement Models

4.9.1 Exploratory Factor Analysis for Financial Support from Tourism Stakeholders

Financial support from tourism stakeholders consisted of five items after the deletion of one variable due to overlapping value. The EFA findings indicate that the total variance is 7.633 which fall under an acceptable ratio by Dunteman (1989). The Cronbach's Alpha value which demonstrates internal consistency of the scale is 0.912 which implies there is internal consistency in construct as it is greater than 0.70 as suggested in the literature (Roberts and Tribe, 2008). The Cronbach Alpha is very strong and indicates high correlation among the factors thus permitting further analysis.

4.9.2 Exploratory Factor Analysis for Level of Responsibility

In the scale that initially consisted of eight items, two variables were discarded due to overlapping value and another two was discarded due insufficient factor loading. Thus the scale remained with 4 indicator variables. The total variance explained is 13.405, and this is an acceptable ratio according to Dunteman (1989). The Cronbach's Alpha reliability was tested to check the internal consistency of the item in each category. The results of Cronbach's Alpha was 0.805 which is greater than 0.7 implying it is an acceptable value as suggested in the literature (Roberts and Tribe, 2008).

4.9.3 Exploratory Factor Analysis for Technical Support and Information for the Promotion and Development of Tourism

In the scale that initially consisted of seven items, two items was discarded due to overlapping value. The total variance explained was 6.362; standard deviation was 4.212 with the Cronbach alpha of 0.822 greater than the minimum required ratio of 0.70 as suggested by the literature (Hair *et al.*, 2010). The Cronbach's Alpha values for each factor structure in the scale demonstrated internal stability in themselves because they are greater than minimum value of 0.70 suggested in the literature (Roberts and Tribe, 2008).

4.9.4 Exploratory Factor Analysis for Support from the Local Communities

In the scale that initially consisted of nine 10 items, three items were deleted due to overlapping, while another three lacked sufficient unit to proceed with the analysis. Finally four items were maintained since they met the condition of being greater than 0.70 as proposed by the literature (Dunteman, 1989). Cronbach's Alpha of 0.766 shows the stability of the internal consistency in themselves. The total variance is 4.054 while the standard deviation 3.864 thus suggesting to proceed with EFA analysis.

4.9.5 Exploratory Factor Analysis for Sustainable urban tourism

In the scale that initially consisted of 4 items, all the variables were maintained since the met the condition of being greater than three. The total variance explained was 1.336, and this is an acceptable ratio as suggested by the literature (Dunteman, 1989). Cronbach's Alpha value indicated internal consistency of the scale is 0.733 and the

variance was 6.080 with standard deviation of 3.184. Cronbach Alpha indicated the internal stability to be greater than 0.70. Consequently, Roberts and Tribe (2008) argued that, Cronbach's of .733 or greater permits the researcher to proceed with further analysis.

4.9.6 Exploratory Factor Analysis for Strategic Planning

In the scale that initially consisted of nine items, one lacked sufficient unit to proceed with the analysis, therefore 8 variables were maintained and met the condition of being greater than 3.820 as suggested by Hair *et al. (*2010). The total variance explained is 20.837 and this is an acceptable ratio by Dunteman (1989). Cronbach Alpha values were 0.820 which is more than 0.7 and acceptable in exploratory research (Roberts and Tribe, 2008).

4.10 Confirmatory Factor Analysis

In the current study, CFA was used to test whether measures of a construct were consistent with the investigator's understanding of the nature of that constructs. More specifically, CFA was used to assess whether the collected data fitted the measurement model which was hypothesized in the current study.

4.10.1 Measurement Model for Financial Support from Tourism Stakeholders

A CFA model for financial support from tourism stakeholders (FS) was run using IBM Amos 25 in assessing the six indicator variables. One variable named FS2 was dropped during the EFA process. The findings in the first run indicate that the standardized path coefficient of regression weight were above 0.5 and the probability level of 0.005 ($p \leq 0.05$).

The model fit indices from the first run were as follows; regression weight was above 0.5 and significant at $p \leq 0.05$. However, the model fit indices results were as follows: CMIN/DF = 3.323, GFI = 0.986, NFI 0.995, CFI = 0.996 and RMSEA = 0.070 which are all within the limit of 0.08 as proposed by Hair *et al.* (2010).The results provide a good model fit for financial support from tourism stakeholders as presented in Figure 4.1.

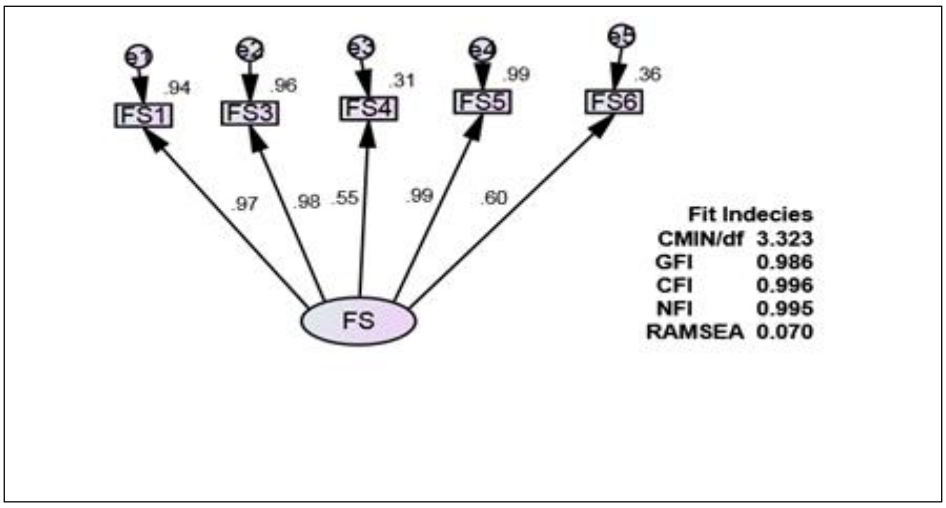

Figure 4. 1: Standardized Measurement Model for Financial Support from Stakeholders

4.10.2 Measurement Model for Level of Responsibility

The IBM Amos version 25 was run in testing the Level of Responsibility (LR) measurement fitness on the five indicators variables. From the first CFA run the results show that, the standardized regression weight of the scale exceeds 0.50 and significance level at 0.000 ($p \leq 0.05$). The model fit for the first run had the following indices CMIN/DF value is 14.493 GFI = 0.939, NFI = 0.901, CFI = 0.901, and RMSEA 0.171. This is an indication of poor model fit and required modification

especially on the absolute fit indices (CMIN/df and RAMSEA while the results indicates a good model fit for the incremental fit indices. In this regard, the model required further improvement for achieving mode fit.

From the modification indices factors LR4 and LR5 with error term e9 and e10 had high modification indices (MI) of 49.303 and causing instability in the model. The modification suggested deletion of item LR5 with error term e10. After deleting LR5 and re-run for the second time the findings were as follows; CMIN/DF = 1.450, GFI = 0.997, NFI = 1.000, CFI = 0.998 and RMSEA = 0.031 thus represent a good model fit for further analysis as suggest by the literature (Hair *et al.*, 2010) and indicated in Figure 4.2

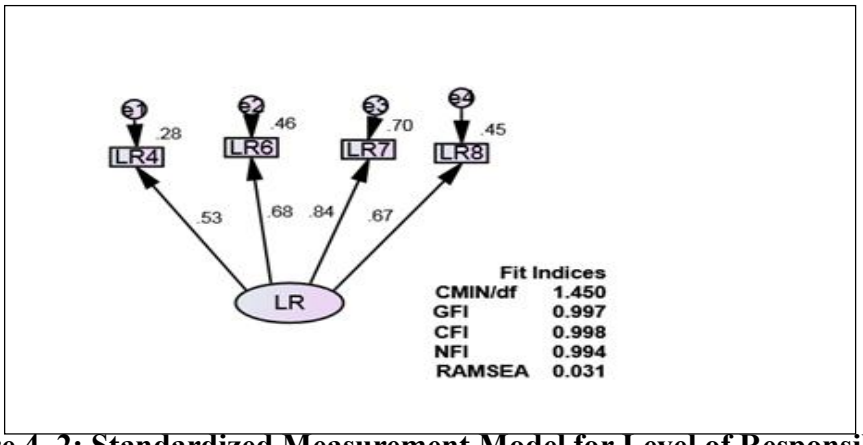

Figure 4. 2: Standardized Measurement Model for Level of Responsibility

4.10.3 Measurement Model of Technical Support and Information for the Promotion and Development of Tourism

A CFA model for technical support and information for the promotion and development of Tourism (TS) was run using IBM Amos 25. Five indicator variables tested include TS1, TS2, TS3, TS4, and TS5. From the initial run the standardised

regression weights were above 0.5 and significant at $p \leq 0.05$. The indices from the model fit were CMIN/DF = 4.642, GFI = 0.979, CFI = 0.976, NFI = 0.970 and RMSEA = 0.087. The chi-square indicates a poor fit and require further refinement in order to achieve the model fit.

The modification indices suggest a deletion of TS5 with error term e27 which caused instability in many items. The model was re-run and produced the following fit indices: CMIN/DF= 0.918, GFI = 0.998, CFI = 1.000, NFI = 0.996 and RMSEA = 0.000. This show a good fitting model as presented in Figure 4.3.

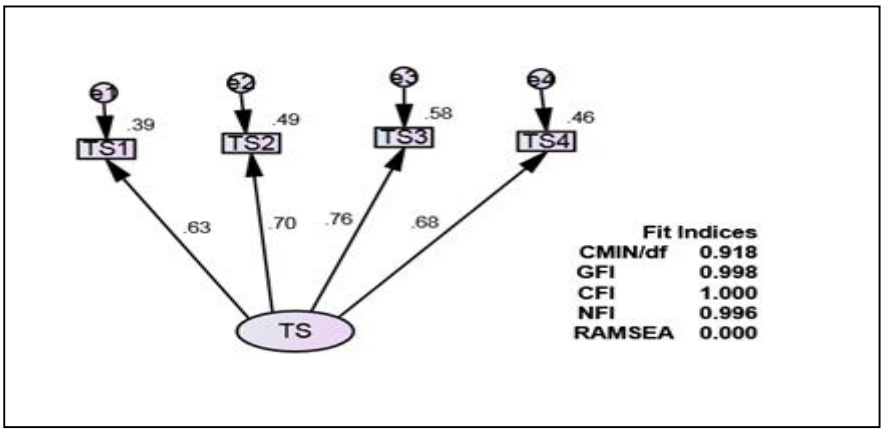

Figure 4. 3: Standardized Measurement Model for Technical Support and Information for the Promotion and Development of Tourism

4.10.4 Measurement Model of Support from the Local Communities

The CFA model for Support from the local communities (SL) comprised the indicator variables SL7, SL8, SL9, and SL10 was run using IBM Amos 25. From the CFA run the standardised regression weights were above 0.5 and significance at $p \leq 0.05$.The model indices were CMIN/DF = 3.540, GFI = 0.993, CFI = 0.989, NFI = 0.985 and RMSEA = 0.073. The CMIN/DF was above the required standard of ≤ 3,

thus needed improvement in order to achieve a model fit as suggested by Dunteman (1989) and Hair *et al. (*2010).

The modification indices revealed that, there were high error covariance between e28 and e31 (variables SL7 and SL 10) and was responsible for the model misfit and therefore both variables were paired together and the model were re-run for the second time and produced good fitting model with the following fit indices: CMIN/DF = 0.031, GFI = 1.000, CFI = 1.000, NFI = 1.000 and RMSEA = 0.000. The fit indices are indicated in Figure 4.4.

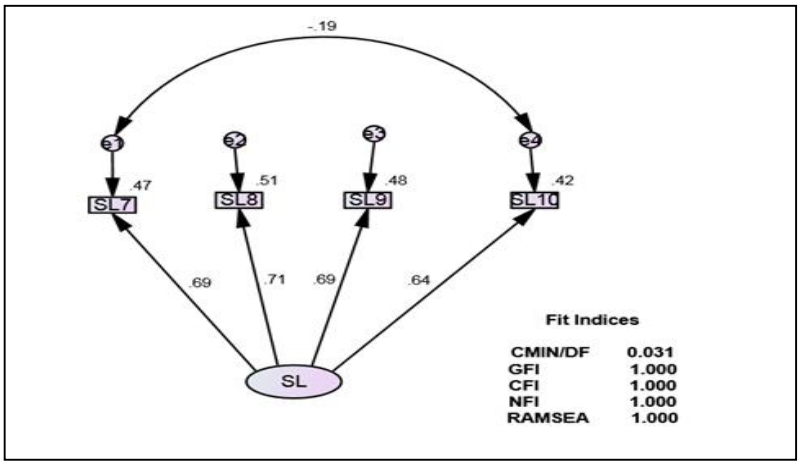

Figure 4. 4: Standardized Measurement Model for Support from the Local Communities

4.10.5 Measurement Model for Dependent Variable Sustainable Urban Tourism

A CFA measurement model of sustainable urban tourism was run using IBM with Amos software version 25.The following indicator variables were measured: SUT1, SUT2, SUT3, and SUT4. The first run indicated that all the standard regression

weights were above 0.5 and significant at $p \leq 0.05$. The indices values were: CMIN/DF = 3.270, GFI = 0.993, CFI = 0.988, NFI = 0.983 and RMSEA = 0.069. The indices are within the recommended values as per Marôco (2010). This shows a perfect fit model as presented in Figure 4.5.

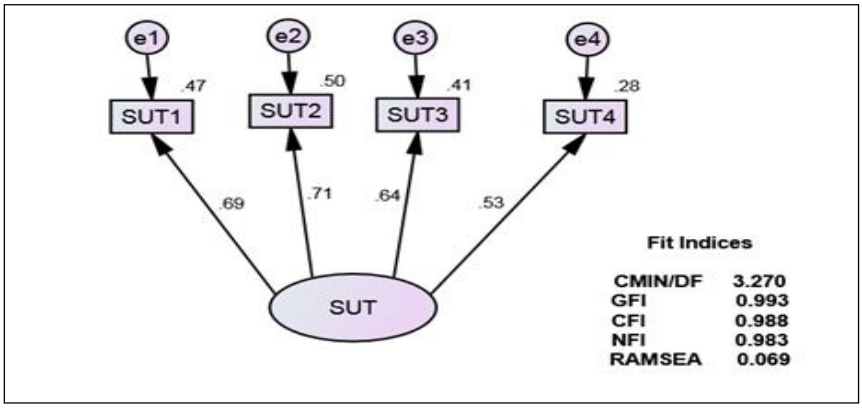

Figure 4. 5: Standardized Measurement Model for Sustainable Urban Tourism

4.10.6 Measurement Model for Strategic Planning

Eight indicators was tested. The indices value of the model were: CMIN/DF= 6.248, GFI = 0.932, CFI = 0.899, NFI = 0.883 and RMSEA = 0.105. The indices indicate a poor model fit as suggested by Aydin and Emeksiz, (2018), Browne and Cudeck (1993), Tabachnick and Fidell (2011). Thus, the modification suggested deletion of SP7 and SP8 (e7 and e8).

After deletion of SP7 and SP8 the model was re-run for the second time and the findings were as follows: CMIN/DF = 3.469. This indicates a fair model fit of above 3, GFI = 0.979, NFI = 0.952, CFI = 0.965, and RMSEA 0.072. Again this shows a good model fit as proposed by Hair *et al. (*2010). Model is depicted in figure 4.7

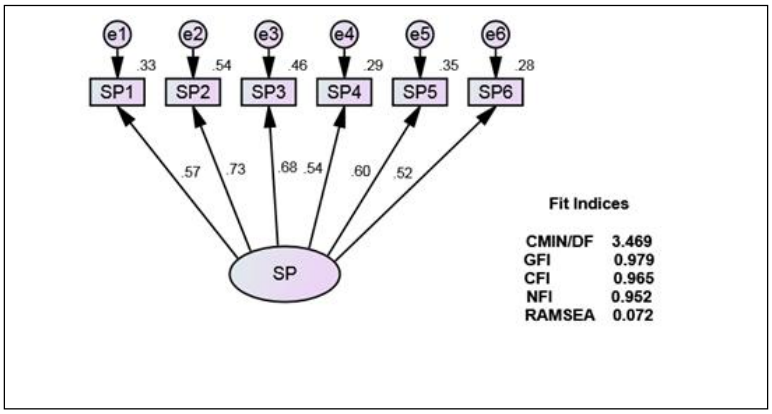

Figure 4. 6: Standardized Measurement Model for Strategic Planning

4.11 Development of the Overall Confirmatory Factor Analysis Model

The six purified factors which include financial support from the stakeholders, level of responsibility, technical support and information for the promotion and development of tourism, support from local communities, sustainable urban tourism, and strategic planning (SP) were subjected to CFA using AMOS IBM version 25. CFA was performed in order to examine the structure of the factors of other dependent variables as depicted in Figure 4.10 which illustrates the standardized solution of the final measurement model. The model fit indices results were as follows: CMIN/DF) = 1.676 (p = 0.000), GFI = .923, CFI = .965, NFI = .918, RMSEA = 0.038 (Hair *et al*., 2006). The indices indicate a perfect model fit.

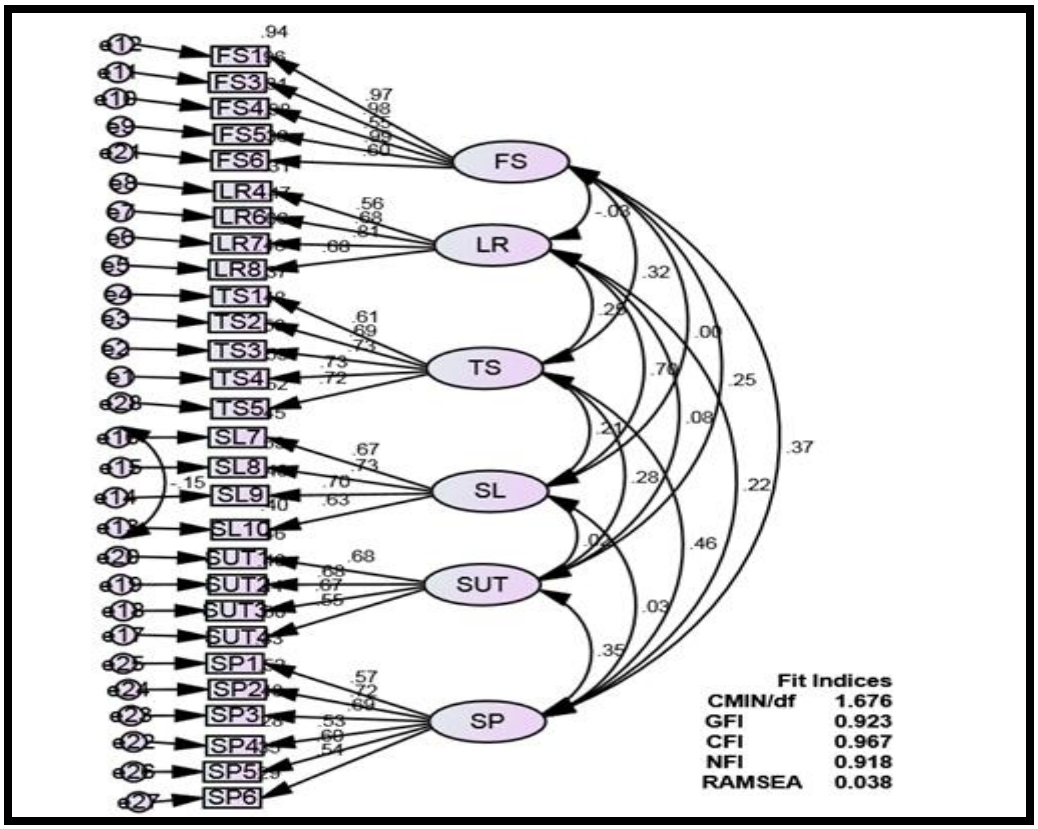

Figure 4. 7: Overall Confirmatory Factor Analysis

The summary in Table 4.9 indicates the statistical evidence of the model estimate showing that convergent validity, reliability and unidimensionality have been achieved from the six factors. In addition to the fit indices of the CFA in the fitting model, the observed p-value was significant at $p < 0.000$ as indicated in Table 4.9.

Table 4.10: Unstandardized and standardised Estimates of the Overall CFA

Path			Unstandardized Estimate	S.E.	C.R.	P	Standardized Estimate
TS4	<---	TS	1.000				.727
TS3	<---	TS	1.064	.075	14.167	***	.729
TS2	<---	TS	.987	.073	13.534	***	.692
TS1	<---	TS	.859	.072	11.957	***	.606
LR8	<---	LR	1.000				.680
LR7	<---	LR	1.204	.086	13.985	***	.811
LR6	<---	LR	.996	.080	12.520	***	.682
LR4	<---	LR	.797	.076	10.529	***	.557
FS5	<---	FS	1.000				.992
FS4	<---	FS	.550	.038	14.386	***	.553
FS3	<---	FS	1.021	.011	91.544	***	.981
FS1	<---	FS	1.005	.013	78.660	***	.972
SL10	<---	SL	1.000				.629
SL9	<---	SL	1.219	.109	11.192	***	.696
SL8	<---	SL	1.221	.107	11.442	***	.727
SL7	<---	SL	1.205	.114	10.587	***	.674
SUT4	<---	SUT	1.000				.551
SUT3	<---	SUT	1.194	.127	9.400	***	.667
SUT2	<---	SUT	1.090	.115	9.456	***	.676
SUT1	<---	SUT	1.305	.138	9.467	***	.678
FS6	<---	FS	.572	.035	16.186	***	.599
SP4	<---	SP	1.000				.530
SP3	<---	SP	1.273	.128	9.940	***	.690
SP2	<---	SP	1.249	.123	10.127	***	.718
SP1	<---	SP	.974	.109	8.939	***	.572
SP5	<---	SP	1.101	.120	9.164	***	.595
SP6	<---	SP	1.012	.118	8.604	***	.538
TS5	<---	TS	1.037	.074	14.028	***	.721

4.12 Unidimensionality

The researcher found out that all the items in the CFA had the acceptable factor loadings of above 0.5 to all the latent constructs. Unidimensionality was applicable to all factors as they were positive and achieved factor loadings in the CFA of above 0.5. The results indicate that the minimum standardized factor loading for the overall CFA model was +0.530 while the maximum was +0.992. Thus the study calls for validity and reliability check-up.

4.13 Results from Validity Measurement

4.13.1 Average Variance Extracted for the measurement model

The average variance extracted (AVE) in this study is greater than 0.5 and ranges between 0.612 and 0.843 as indicated in Table 4.11. Convergent validity was tested differently using a good composite reliability (> 0.60) (Ali *et al.,* 2018). The CR estimates ranged between 0.739 and 0.921 which was above 0.73 and indicate good construct reliability and consistency of internal reliability (Hair *et al.,* 2010). AVE value was greater than the cut-off point of 0.5 and CR also was above 0.70. The AVE and CR values meet the required standard and allow the model analysis to procced.

Table 4. 91: Model Validity Measures

	CR	AVE	MSV	Max R(H)	FS	SP	LR	TS	SL	SUT
FS	0.921	0.711	0.135	0.991	**0.843**					
SP	0.780	0.374	0.206	0.792	0.367***	**0.612**				
LR	0.780	0.474	0.497	0.805	-0.034	0.224***	**0.689**			
TS	0.787	0.481	0.206	0.791	0.290***	0.454***	0.271***	**0.694**		
SL	0.768	0.454	0.497	0.775	0.001	0.035	0.705***	0.213***	**0.674**	
SUT	0.739	0.416	0.121	0.746	0.251***	0.348***	0.080	0.284***	0.018	**0.645**

4.14 The Full Structural Model for the Overall sample

In testing the hypothesized relationship between the latent constructs the structural model was estimated. The overall result of the structural model with existence of a mediator construct (SP) indicate that the chi-square ratio (ratio of $\chi 2$ statistic to the degree of freedom (df) = 1.884 was below the threshold of three (3.0) as suggested by authors in the SEM literature (Hair *et al.,* 2010; Boon, 2013). The indices which

include GFI = 0.928, NFI = 0.922, CFI = 0.968 were within the recommended value of 0.90. RMSEA = 0.37 indicates a good model fit. The model fit indices indicate an adequate goodness of fit and the structural model supported the nine proposed hypotheses as indicated in Figure 4.9 and Table 4.11.

4.15 Model Path Coefficient and Hypothesis Testing

This section aims at describing the Structural Equation Modelling (SEM) techniques which were used to test the study hypotheses and to report the results of the hypotheses tests. Test of the hypotheses were conducted using various coefficients and scores obtained from the analysis. The current study tested the hypotheses based on the direction, the strength of the standardized paths coefficient (γ), the critical ratio (C.R), and significance level (p-value).

4.15.1 The Relationship between Financial Support from Tourism Stakeholders and Sustainable Urban Tourism

This study argues in chapter two that there is a positive relation between financial support from tourism stakeholders (FS) and SUT through H1 using ***H1a: there is a positive relationship between FS and SUT.***

Hypothesis H1a was used to test the relationship between financial support from tourism stakeholders (FS) and sustainable urban tourism (SUT). The test for H1 was conducted using SEM in order to determine the significance influence of FS on SUT as illustrated in Table 4.12. The path leading from FS to SUT in Table 4.12 was used to examine the hypothesized relationship. The test for this hypothesis showed that FS is positively related to SUT ($\gamma = 0.249$; C.R = 4.478; $p = 0.000$). Thus when the

financial support from tourism stakeholders rises up by one unit, sustainable urban tourism will increase by 0.249 units. This relationship is also significant at a p-value =0.000 which is less than the cut-off point of 0.05 implying that H1a is supported.

Table 4.12: Financial Support from Tourism Stakeholders and Sustainable urban tourism SEM Results

	Path		Unstandardized Estimate	S.E.	C.R.	P	Standardized Estimate	Results
SUT	<---	FS	.140	.031	4.478	***	.249	Supported
FS1	<---	FS	1.005			***	.972	Significant
FS3	<---	FS	1.021	.015	69.223	***	.981	Significant
FS4	<---	FS	.550	.038	14.245	***	.553	Significant
FS5	<---	FS	1.000	.013	78.713		.993	Significant
FS6	<---	FS	.572	.036	15.993	***	.598	Significant

4.15.2 Relationship between Level of Responsibility and Sustainable Urban Tourism

Hypothesis H1b was used to test the relationship between level of responsibility and the Sustainable urban tourism using SEM. The path leading from LR to SUT in Table 4.13 was used to examine the hypothesized relationship. The test results for this hypothesis shows that LR is positively related to SUT but the relationship is not significant at high levels of precision and it is very weak ($\gamma = 0.075$; C.R = 1.273; p = 0.203). Thus, when the level of responsibility rises up by one unit, adoptability to sustainability in urban destination increases by 0.075 units. Therefore, with the p-value of 0.203 implies that the LR can only be positively influencing SUT at a lower level of confidence, as low as 80% (0.20 significant levels). Hence, basing on the p-value indicated in table 4.13, hypothesis H1b is not supported.

Table 4. 10: Level of Responsibility and Sustainable Urban Tourism SEM Results

			Unstandardized Estimate	S.E.	C.R.	P	Standardized Estimate	Results
SUT	<---	LR	.065	.051	1.273	.203	.075	Not Supported
LR4	<---	LR	1.000				.531	significant
LR6	<---	LR	1.303	.131	9.912	***	.678	significant

LR7	<---	LR	1.634	.156	10.448	***	.837	significant
LR8	<---	LR	1.301	.132	9.867	***	.672	significant

4.15.3 The Relationship between Technical Support and Information for the Promotion and Development of Tourism and Sustainable Urban Tourism

Hypothesis H1c was used to test the relationship between technical support and information for the promotion and development of tourism (TS) and SUT. The test was conducted by using SEM. The path leading from TS to SUT in table 4.13 was used to examine the hypothesized relationship.

The test for this hypothesis shows that technical support and information for the promotion and development of tourism (TS) is positively related to sustainable urban tourism (γ = 0.283; C.R = 4.347; p = 0.000). Thus, when technical support and information for the promotion and development of tourism goes up by one unit, sustainable urban tourism goes up by 0.283 units. Therefore, at a p-value of 0.000 implies that TS is perfectly influencing SUT at a higher level of confidence. Thus it can be concluded that technical support and information for the promotion and development of tourism (TS) would result in a positively SUT. Hence, H1c of the study is supported.

Table 4.11: Technical support and information for the promotion and development of tourism and Sustainable Urban Tourism SEM Results

Path			Unstandardized Estimate	S.E.	C.R.	P	Standardized Estimate	Results
SUT	<---	TS	.236	.054	4.347	***	.283	Supported
TS1	<---	TS	1.000				.626	Significant
TS2	<---	TS	1.141	.100	11.449	***	.709	Significant
TS3	<---	TS	1.250	.106	11.805	***	.759	Significant
TS4	<---	TS	1.044	.094	11.095	***	.673	Significant

4.15.4 The Relationship between Support from the Local communities and Sustainable Urban Tourism

The analysis was done using SEM in order to determine the significance of SL on SUT as illustrated in table 4.15. The test was done using SEM in order to determine the significance of SL on SUT as illustrated in Table 4.15. The path leading from SL to SUT in Table 4.15 was used to examine the hypothesized relationship. The test for this hypothesis showed that SL was negative and insignificant hence not relates to SUT (γ = -0.096; C.R = .289; p-value = 0.311). Thus when the SL rises up by one, the sustainable urban tourism will go up by 0.017. Therefore, with the p-value of 0.311 implies that the SL can only be positively influencing SUT at a lower level of confidence, as low as 70% (0.31 significant levels). Hence, *H4* of the study is not supported.

Table 4. 12: Support from the Local communities and Sustainable Urban Tourism SEM Results

	Path		Unstandardized Estimate	S.E.	C.R.	P	Standardized Estimate	Results
SUT	<---	SL	.012	.040	.289	.311	-.096	not supported
SL7	<---	SL	1.000				.648	significant
SL8	<---	SL	1.066	.093	11.442	***	.734	significant
SL9	<---	SL	1.065	.095	11.262	***	.704	significant
SL10	<---	SL	.826	.081	10.202	***	.602	significant

4.15.5 The relationship between Strategic Planning and Sustainable Urban Tourism

It was proposed in hypothesis H2: that there is positive relationship between strategic planning and SUT. The path leading from SP to SUT in table 4.16 was used to examine the hypothesized relationship in H2. The test for this hypothesis shows the mediator factor (strategic planning) is related to sustainable urban tourism (γ = 0.

345; C.R = 5.271; p = 0.000). Thus, When SP goes up by one unit, SUT goes up by 0.345 units as well. Thus with the p-value of 0.000 implies that SP positively influencing SUT at a high level of confidence, (p-value 0.000 significant level. Thus the study showed that higher level of strategic planning practices would result in higher achievement of sustainable urban tourism. Hence H2 of the study is supported.

Table 4. 13: Strategic Planning and Sustainable Urban Tourism SEM Results

	Path		Unstandardized Estimate	S.E.	C.R.	P-value	Standardized Estimate	Results
SUT	<---	SP	.317	.064	4.973	***	.345	Supported
SP4	<---	SP	1.000				.528	Significant
SP3	<---	SP	1.268	.130	9.736	***	.685	Significant
SP2	<---	SP	1.275	.127	10.010	***	.730	Significant
SP5	<---	SP	1.111	.123	9.060	***	.598	Significant
SP6	<---	SP	.998	.119	8.393	***	.529	Significant
SP1	<---	SP	.972	.111	8.788	***	.569	Significant

4.16 The Mediation Effect of Strategic Planning on the Destination Determinants and Sustainable Urban Tourism

4.16.1 The Test Results for Direct Effects of Destination Determinants and Sustainable Urban Tourism

Before testing the mediation effects of strategic planning on the relationship between the destination determinants and sustainable urban tourism, the model test results for direct effects without mediator. The result of the structural model without a mediator construct indicates that the chi-square ratio (ratio of $\chi 2$ statistic to the degree of freedom (df) = 1.705 was below the threshold of three (3.0). The GFI = 0. 943; NFI = 0.945; CFI = 0.977 and RMSEA = 0.038. This indicates a good model fit. Therefore, from these indices the model in confirms the suitability of the structural model to explain the mediation effect of SP on the determinants of sustainable urban tourism (i.e. FS, LR, TS, and SL) and SUT.

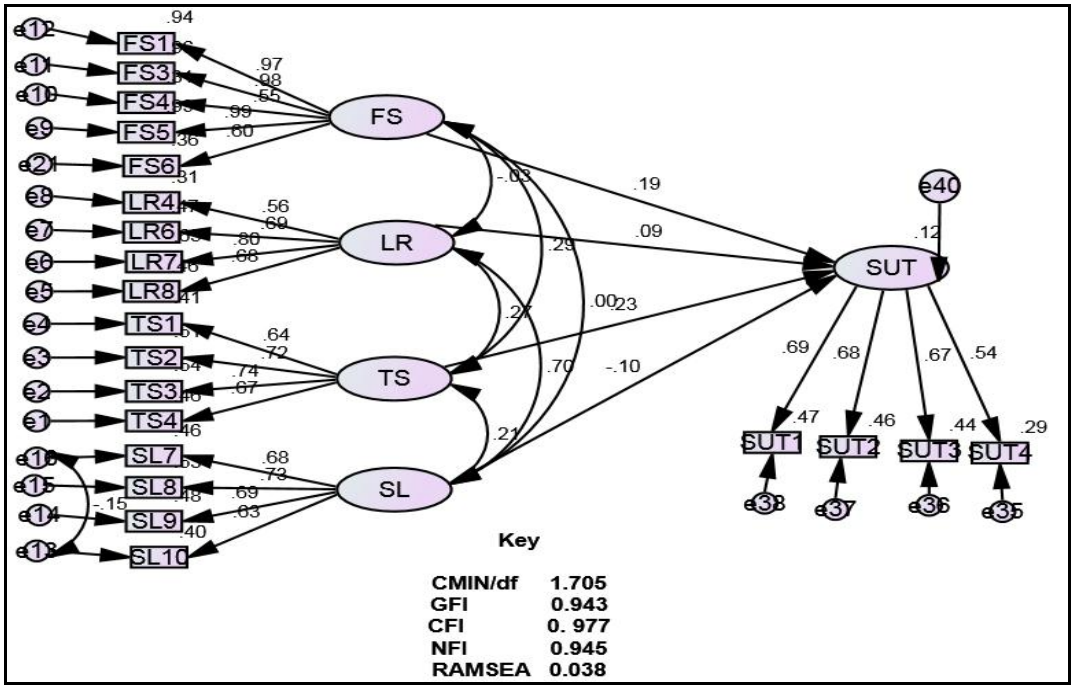

Figure 4. 8: SEM direct effects of the Destination determinants and SUT

Table 4.17 illustrates the estimate value to be extracted in order to check for a direct effect without mediators after knowing that the model fits well. The standardize regression weights and the unstandardized regression weights were observed in this process as indicated in Table 4.17. In order to determine the mediation effects, the results were compared with the SEM indirect effect results in Table 4.18.

Table 4. 14: Standardized and Unstandardized Estimate SEM direct effects

Path			Unstandardized Estimate	S.E.	C.R.	P	Standardized Estimate
SUT	<---	FS	.104	.032	3.289	.001	.187
SUT	<---	LR	.064	.066	.965	.335	.096
SUT	<---	TS	.184	.055	3.319	***	.226
SUT	<---	SL	-.081	.081	-1.002	.316	-.098
TS4	<---	TS	1.000				.675
TS3	<---	TS	1.160	.093	12.515	***	.738
TS2	<---	TS	1.102	.089	12.318	***	.717
TS1	<---	TS	.980	.086	11.392	***	.642
LR8	<---	LR	1.000				.679
LR7	<---	LR	1.198	.086	13.851	***	.807
LR6	<---	LR	1.001	.080	12.506	***	.685
LR4	<---	LR	.803	.076	10.555	***	.561
FS5	<---	FS	1.000				.993
FS4	<---	FS	.550	.038	14.386	***	.553
FS3	<---	FS	1.021	.011	91.552	***	.981
FS1	<---	FS	1.005	.013	78.700	***	.972
SL10	<---	SL	1.000				.602
SL9	<---	SL	1.282	.115	11.121	***	.699
SL8	<---	SL	1.293	.113	11.426	***	.736
SL7	<---	SL	1.218	.114	10.644	***	.652
FS6	<---	FS	.572	.035	16.188	***	.599
SUT4	<---	SUT	1.000				.539
SUT3	<---	SUT	1.219	.132	9.223	***	.667
SUT2	<---	SUT	1.115	.120	9.280	***	.677
SUT1	<---	SUT	1.348	.145	9.326	***	.686

From Table 4.17 it is illustrated the direct effect and the significance of exogenous latent constructs towards endogenous latent construct in the absence of mediator latent construct. Two exogenous latent constructs (i.e. FS and TS) were identified to have significant influence on the endogenous latent construct with p value less than 0.05 while LR and SL had the p-value greater than the acceptable ration of 0.05. These findings indicate that FS and TS have positive contribution towards Sustainable Urban planning. It was also found that two exogenous latent constructs were insignificant: LR is positively having low significant on SUT while SL is negative and not significant directed with SUT.

4.16.2 The Mediation Test Results of Strategic Planning on the Destination Determinants and Sustainable Urban Tourism

SEM used to test for both direct and indirect effect with strategic planning as a mediator. The process was followed by confirming the model fit and to ensure the legitimacy of the fit in which the following indices were generated; CMIN/df = 1.647; GFI = 0.928; NFI = 0.922; CFI = 0.968 and RMSEA = 0.037. On the other hand, Hoe (2008) suggested that a RMSEA value of 0 indicate perfect fit, < 0.05 = indicate close fit, 0.05 to 0.08 indicate fair fit and 0.08 to 0.1 a mediocre fit > 0.1, = poor fit. Comparing to the current study findings the RMSEA values of 0.037 that was produced in the analysis indicate that the model fairly fits the data.

This confirms that the structural model is appropriate for explaining the mediation effect of strategic planning on the destination determinants and SUT as portrayed in Figure 4.10. After confirming the direct and indirect model fits, the next stage was the test for significant estimate of the p-values < .05 to check if there were significant direct and indirect effects with the mediator variable present. The significant estimates were compiled and tabulated in Table 4.18.

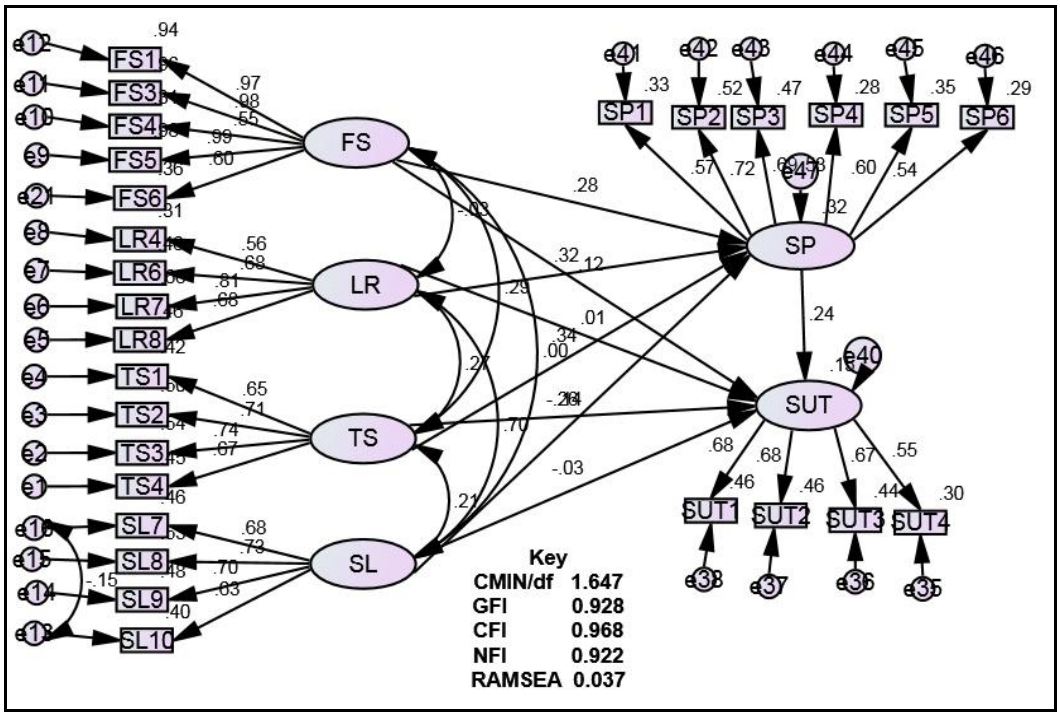

Figure 4. 9: The Full SEM for the Mediation Effects of Strategic planning on the Destination Determinants

Table 4.18: 1Standardised and unstandardized Estimate SEM for the Mediation Effects of Strategic Planning on the Destination Determinants and Sustainable Urban Tourism

Path			Unstandardized Estimate	S.E.	C.R.	P	Standardized Estimate
SP	<---	FS	.169	.032	5.233	***	.280
SP	<---	LR	.235	.067	3.521	***	.325
SP	<---	TS	.300	.058	5.164	***	.339
SP	<---	SL	-.225	.077	-2.934	.003	-.263
SUT	<---	FS	.070	.033	2.107	.035	.123
SUT	<---	LR	.010	.068	.149	.882	.015
SUT	<---	TS	.120	.059	2.028	.043	.145
SUT	<---	SL	-.026	.078	-.328	.743	-.032
SUT	<---	SP	.221	.074	2.991	.003	.235
TS4	<---	TS	1.000				.674
TS3	<---	TS	1.162	.092	12.613	***	.738
TS2	<---	TS	1.093	.089	12.327	***	.710
TS1	<---	TS	.992	.086	11.554	***	.649
LR8	<---	LR	1.000				.680
LR7	<---	LR	1.203	.086	14.004	***	.811
LR6	<---	LR	.995	.079	12.527	***	.682
LR4	<---	LR	.797	.076	10.536	***	.557
FS5	<---	FS	1.000				.992
FS4	<---	FS	.550	.038	14.385	***	.553

Table 4.18: 1Standardised and unstandardized Estimate SEM for the Mediation Effects of Strategic Planning on the Destination Determinants and Sustainable Urban Tourism

Path			Unstandardized Estimate	S.E.	C.R.	P	Standardized Estimate
FS3	<---	FS	1.021	.011	91.545	***	.981
FS1	<---	FS	1.005	.013	78.659	***	.972
SL10	<---	SL	1.000				.630
SL9	<---	SL	1.217	.109	11.189	***	.696
SL8	<---	SL	1.218	.107	11.430	***	.726
SL7	<---	SL	1.206	.114	10.593	***	.676
FS6	<---	FS	.572	.035	16.183	***	.599
SUT4	<---	SUT	1.000				.549
SUT3	<---	SUT	1.195	.127	9.380	***	.666
SUT2	<---	SUT	1.093	.116	9.442	***	.676
SUT1	<---	SUT	1.311	.139	9.462	***	.680
SP1	<---	SP	1.000				.573
SP2	<---	SP	1.282	.118	10.869	***	.719
SP3	<---	SP	1.303	.123	10.624	***	.689
SP4	<---	SP	1.023	.115	8.933	***	.529
SP5	<---	SP	1.130	.116	9.704	***	.596
SP6	<---	SP	1.037	.115	9.041	***	.538

4.17 Model Path Coefficients and Hypothesis Testing for Mediation variables

In order to examine the hypothesis 3 (H3a -H3d) indirect and direct structural models were used as indicated in Figure 4.9. The main assumption underlying the analysis was to test whether strategic planning mediated the causal-effect relationship between the destination determinants (i.e. financial support from tourism stakeholders (FS), level of responsibility (LR), technical support and information for the promotion and development of tourism (TS), support from local Communities (SL) and Sustainable urban tourism (SUT).

SEM used to test for both direct and indirect effect with strategic planning as a mediator. The process was followed by confirming the model fit and to ensure the legitimacy of the fit in which the following indices were generated; CMIN/df = 1.647; GFI = 0.928; NFI = 0.922; CFI = 0.968 and RMSEA = 0.037. On the other hand, Hoe (2008) suggested that a RMSEA value of 0 indicate perfect fit, < 0.05 =

indicate close fit, 0.05 to 0.08 indicate fair fit and 0.08 to 0.1 a mediocre fit > 0.1, = poor fit. Comparing to the current study findings the RMSEA values of 0.037 that was produced in the analysis indicate that the model fairly fits the data. This confirms that the structural model is appropriate for explaining the mediation effect of strategic planning on the destination determinants and SUT as portrayed in figure 4.9. After confirming the direct and indirect model fits, the next stage was the test for significant estimate of the p-values < .05 to check if there were significant direct and indirect effects with the mediator variable present. The significant estimates were compiled and tabulated in Table 18.

This confirms that the structural model is appropriate for explaining the mediation effect of strategic planning on the relationship between the determinants and SUT. Results for hypotheses H3 (H3a-H3d) are summarised in Table 4.18 and interpreted in subsequent subsections sections 4.15.1 - 4.15.4 respectively.

4.17.1 Mediation Effect of Strategic Planning on the Financial Support for Tourism and Sustainable Urban Tourism

The relationship between the financial support from tourism stakeholders (FS) and SUT was subject to a mediation effect whereby strategic planning mediated the relationship between financial support from the tourism stakeholders and SUT. In order to establish the type of mediation between these variable it was hypothesized that; H3a *strategic planning positively mediates the relationship between financial support from the tourism stakeholders and SUT*. The result of the direct effect before mediation whereby FS has a direct influence on SUT were ($\gamma = 0.187$; C.R = 3.291;

p=0.001). However, when the mediation SP was entered the strength of the direct effect increased and the p- value remained significant (γ = 0.280, C.R = 5.233 p = 0.000) (Table 4.18).Therefore, partial mediation occurs since the path increased and the p-value remained significant after the mediation.

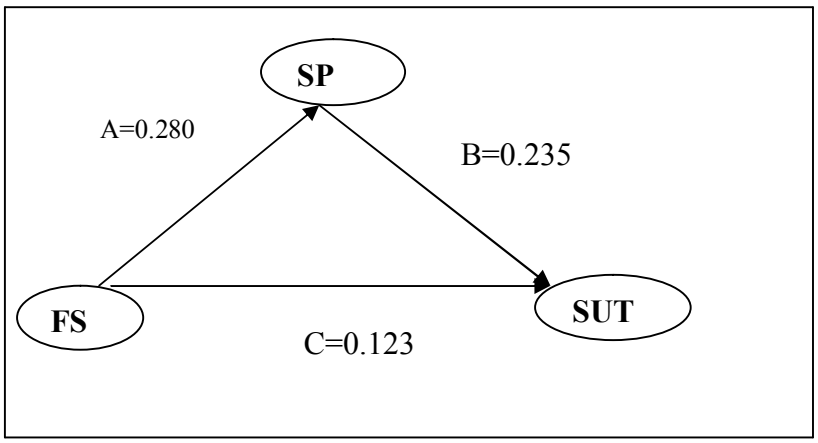

Figure 4. 10: Direct and Indirect effect of Strategic Planning on Financial Support from the Stakeholders and Sustainable Urban Tourism

Baron and Kenny (1986) Formula, (Path A *B > C).
0.280* 0.235 = 0.0658 < Path c = 0.123
A*B < C this indicate that there is no mediation; The Path strength increased after mediation and the P value remained significant. Thus partial mediation occurred

4.17.2 Mediation Effect of Strategic Planning on the Relationship between Level of Responsibility and Sustainable Urban Tourism

The Mediation Effect of Strategic Planning (SP) on the Relationship between level of Responsibility (LR) and Sustainable Urban Tourism (SUT). The relationship was then subjected to mediation effect using SP as a mediation variable between LR and SUT. In order to establish the type of mediation between these variable it was hypothesized as *H3b: strategic planning positively mediates the relationship between*

Level of Responsibility and SUT. The result of the direct effect before mediation whereby LR has a direct influence on SUT were (γ = 0.096, C.R 3.291, p = 0.335). However, when the mediation SP was entered the strength of the direct effect increased and the p value became very significant (γ = 0.325, C.R 3.521, p = 0.000). Table 4.18 therefore, full mediation occurs since the path before mediation was insignificant and very weak. However, after the mediation SP entered in the model the path became very significant and the strength increased. The findings suggest that with strategic planning of the environment sustainable urban destination is inevitable.

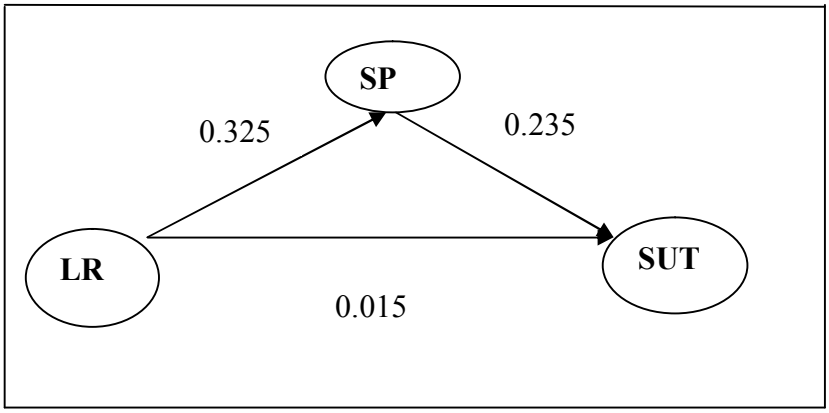

Figure 4. 11: Direct and indirect effect of Strategic planning on Level of responsibility and Sustainable urban Tourism

Based on Baron and Kenny Formula, (Path A *B > C).
0.325* 0.235 = 0. 076 is greater than Path c = 0.015
A*B < C indicates presence of full mediation. The p-value which was insignificant before mediation become significant after mediation and the strength of the effect also increased. This indicates Full Mediation occurred.

4.17.3 Mediation Effect of Strategic Planning on the Relationship between Technical Support and Information for the Promotion and Development of Tourism and Sustainable Urban Tourism

The study considered whether there is a relationship between ICT factors through technical support and information for the promotion and development of tourism

(TS) and SUT as stated in hypothesis H3c: *there is a positive relationship between technical support and information for the promotion and development of tourism and SUT.* The hypothesis was strongly supported by the empirical results with a positive and significant relationship between technical support and information for the promotion and development of tourism (TS) and sustainable urban tourism (γ = 0. 339; C.R = 5.164; p = 0.000). The strength increased from 0.226 to 0.339 with the mediation factor while the p-value remained significant, thus indicate partial mediation occurs. These findings articulate that when urban tourism decision makers raise the level of ICT usage they will apply innovative approaches and hence sustainable urban tourism becomes unavoidable.

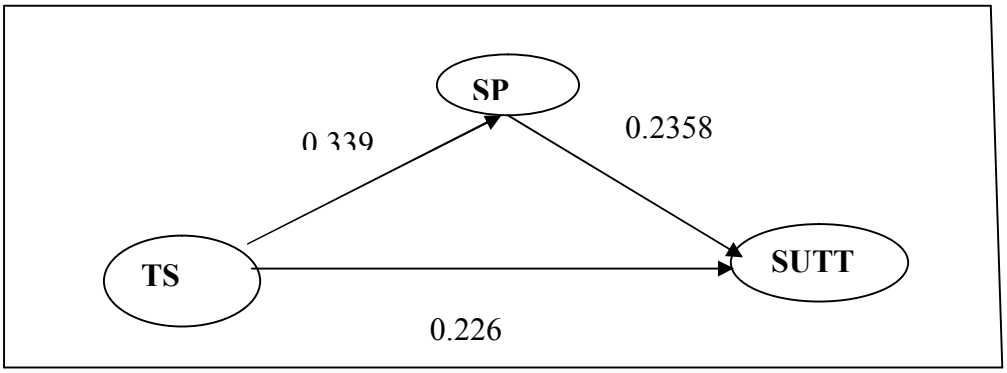

Figure 4. 12: Direct and indirect effect of Strategic planning on technical support and information for the promotion and development of tourism and Sustainable urban Tourism

Baron and Kenny Formula (A * B > C).
0.339* 0.235 = 0. 079 is less than Path c = 0.226
A*B < C this indicates that there was no mediation. However, the strength of direct effect increased from 0.226 to 0.339 and the p-value remained significant even after mediation. Thus implying presence of partial mediation

4.17.4 Mediation Effect of Strategic Planning on the Relationship between Support from the Local Communities and Sustainable Urban Tourism

The relationship between socio-cultural determinants through support from local communities was then subjected to mediation effect using SP as a mediation variable between support from local communities and SUT. When the mediation SP was entered the strength of the direct effect increased from (γ = -0.096 to -0.263 and the p- value change from insignificant to significant (p = 0.311 to p = 0.003) (Table 18). Thus full mediation occurs since the p-value after mediation changed to significant. The findings suggest that with strategic planning in urban destination, local communities will highly be involved in all matters related to tourism development. Thus, supporting SUT initiatives remains to be viable. Decision makers in Tanzania urban destinations need to focus on developing proper urban tourism policies that will involve local communities in all the decision making agenda with regard to tourism development to ensure SUT.

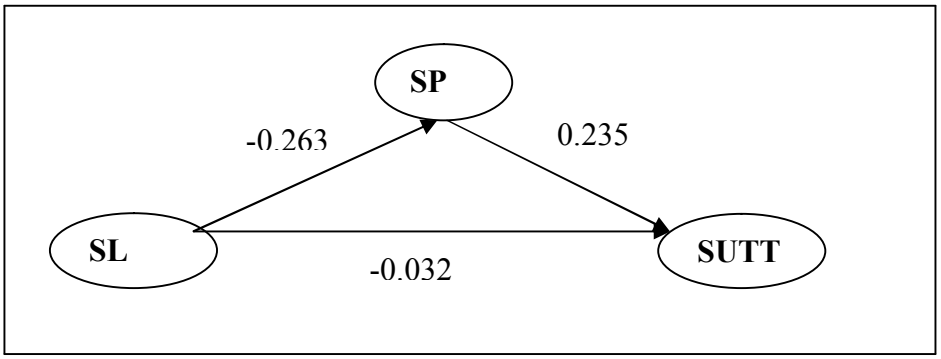

Figure 4. 13: Direct and Indirect effect of strategic Planning on the Support from the Local Community and Sustainable Urban Tourism

Baron and Kenny Formula (A *B > C).
-0.263* 0.235 = -0. 062is greater than Path c = -0.032
A*B < C this indicate that there is full mediation; the p-value was insignificant before mediation (p-value = 0.316) it become significant (p-value =0.003) after mediation. The strength of the negative influence of SL on SUT also increased from β -0.098 to β -0.263) indicating presence of full mediation.

Table 4. 15: Results of the mediation test

Hypothesis Statement for Path Analysis	Estimates	P-Value	Results on Hypothesis
H3a: Strategic planning to mediate the relationship between FS and SUT	0. 280	0.000	Partial mediation
H3b: Strategic planning mediates the relationship between LR and SUT.	0.325	0.000	Full Mediation
H3c: Strategic planning mediates the relationship between TS and SUT.	0.339;	0.000	Partial mediation
H3d: Strategic planning mediates the relationship between SL and SUT	-0.263;	0.003	Full Mediation

4.18 The Mediation Tests Using Bootstrap Approach

In order to confirm the mediation effect of SP on the relationship between the destination determinants(i.e. financial support from tourism stakeholders (FS), level of responsibility (LR), technical support and information for the promotion and development of tourism (TS), support from local Communities (SL) and SUT, researchers need to apply the re-sampling procedure called bootstrapping for

mediation confirmation tests. The current study applied 2000 number of bootstrapping sample with 95% confidence interval values for total effect, direct effect, and indirect effect. The evidence of the mediation test on the destination determinants is illustrated in Table 4.19 and 4.20 that SP full mediate the relationship between FS, SL and SUT.

By observing the standardized path of the direct and indirect effects from Table 4.18 and 4.19 above, a researcher compared the results with the mediation test presented in Table 4.19. Note that, Table 4.20 illustrates the Bootstrapping results for the significance of indirect effect with mediation and Table 4.22 indicates the significance or insignificance of direct effects with mediation.

Based on the results in Table 4.20 and 4.22, the researcher can conclude that the results of bootstrapping are consistent with the results of mediation test in Table 4.20 above.

Table 4.16: Standardized Indirect Effects and P-value

	SL	FS	LR	TS	SP	SUT
SP	.000	.000	.000	.000	.000	.000
SUT	-.062	.066	.076	.080	.000	.000

Table 4.17: Standardized Direct Effects and P-value

	SL	FS	LR	TS	SP	SUT
SP	-.263	.280	.325	.339	.000	.000
SUT	-.032	.123	.015	.145	.235	.000

CHAPTER FIVE

DISCUSSION ON RESEARCH FINDINGS

5.1 Chapter Overview

This chapter discusses the results from the data analysis undertaken in chapter four. The findings are presented based on the conceptual framework using the hypotheses that were developed. It further elaborates on the information generated in the previous chapter; it compares and contrasts the current findings which were found out in previous related studies.

5.2 The Relationship between Financial Support from the Tourism Stakeholders and Sustainable Urban Tourism

The study assessed the relationship between the financial support from the tourism stakeholders (FS) and sustainable urban tourism as hypothesised in ***H1a:*** *there is positive relationship between the* financial support from the tourism stakeholders *and sustainable urban tourism*. The empirical results in chapter four table 4.13 reveled that financial support from the tourism stakeholders is positively related to SUT thus the increase of financial support from the tourism stakeholders, sustainability practices increases in urban destinations ($\gamma = 0.249$; C.R = 4.459; $p = 0.000$).

This finding supports a finding by Kotler *et al*. (2014) who found that, financial support from the tourism stakeholders positively contribute to SUT through duties and taxes, differential fees, authorized agents, family enterprises and legal entities. The findings of this study also support a finding from Aydin and Emeksiz (2018) that, financial support from the tourism stakeholders positively correlate with

sustainable urban tourism, thus the income level of local community which is generated from tourism related activities justifies the involvement level of these communities to sustainability practices in Eskisehir urban destinations.

However, these findings contrast with Vieira (2016) who found out that financial support from the tourism stakeholders do not have any positive influence on sustainable urban tourism. However, local community involvement is the only factor which influences sustainable urban tourism in Portuguese. UNCTAD (2013) supported Vieira by indicating that, in order to have sustainable urban tourism there must be proper government policies, regulations and institutions arrangement. Financial support from the tourism stakeholders alone is not an attribute to sustainable urban tourism. The findings of the study correlate with social exchange with the assumption that, when local community benefits positively from tourism development, they will positively support any sustainability initiative.

5.3 The Mediation Effect of strategic Planning on the Relationship between Financial Support from Tourism Stakeholders and SUT

The relationship between the financial support from tourism stakeholders (FS) and SUT was subject to a mediation effect whereby strategic planning mediated the relationship between financial support from the tourism stakeholders and SUT. In order to establish the type of mediation between these variable it was hypothesized that; H3a *strategic planning positively mediates the relationship between financial support from the tourism stakeholders and SUT*. The result of the direct effect before mediation whereby FS has a direct influence on SUT were ($\gamma = 0.249$; C.R = 4.459; p

= 0.000). However, when the mediation SP was entered the strength of the direct effect decreased and the p- value remained significant ($\gamma = 0.123$, $p = 0.000$) (refer to Table 4.22) therefore, no mediation occurs since the path dropped and the p-value remained significant after the mediation.

Maxim (2013) found out that, strategic planning through good policies and its implementation by involving local community to take part in tourism related economic activities such as selling of craft, investing in tourism infrastructures and facilities will results into sustainability practice in London urban destinations. These findings suggests that proper tourism framework which include national and destinations tourism bodies and working together with all tourism stakeholders including private and public sectors will result into better economic performance of these sectors which will eventually contribute to sustainable urban tourism (Postma *et al.,* 2017; Simpson, 2001).

These findings are consistent with Kisi (2019) who found out that, strategic planning of an urban destinations in Turkey will allow destination managers (DMO's) to evaluate SWOT analysis of their destinations and initiate tourism stakeholders to take part into different tourism related economic activities such as organizing different events, promotion and branding of destination as well as diversifying of tourism related products so as to attracts new niche market. Thus this initiative from DMO's will allow tourism stakeholder to practice sustainability in their day to day activities with the urban destination.

5.4 The Relationship between Level of Responsibility and Sustainable Urban tourism

The relationship between level of responsibility (LR) and SUT was hypotheses in this study that as H1b: there is a positive relationship between Level of Responsibility (LR) and SUT. The results however did not support the hypothesis as there were a weak and insignificant relationship between LR and SUT ($\gamma = 0.096$; C.R = 1.276; p = 0.335) as indicated in chapter four Table 4.17, thus level of responsibility does not influence sustainable urban tourism. This finding suggests that, when urban tourism decision makers, do not take environmental consideration in their planning strategies, the chance of attaining SUT is minimal. The finding goes hand in hand with the stakeholder's theory and the social exchange theory whereby if stakeholders are not fully involved in tourism related development, they will not support any sustainability initiative.

These findings are supported by Goffi *et al.* (2018); Mensah and Gamor (2017) who found that, tourism development has resulted into serious environmental problems such as overcrowding, traffic congestion, littering, and waste disposal, thus level of responsibility negatively and insignificant contributes to SUT. Attaining sustainable urban tourism is still a challenge to Brazil and Cape Cost of urban destinations. Likewise, Semenova (2013) found out that the level of responsibility if not managed well will not contribute to sustainable urban tourism. Sustainability in urban destinations will not be reached if there is lack of visitor's management system and yet management of visitors in Pyynikki urban destination is good rather it is very difficult to control every visitor and eliminates all the negative impacts.

On the other hand, the findings contradict Stahan (2018) who found out that, the level of responsibility (LR) positively and significantly contribute to SUT. If urban tourism infrastructure and all other tourism related development take into consideration environmental assessment before they were constructed will results into SUT. SUT depends on energy efficient architecture with better models, features and systems. To support the above discussion, Mihanyar *et al.* (2014) found that proper practices on the environmental plans on carrying capacity, environmental assessment, visitor management and limit of acceptable changes will positively results into sustainable urban tourism in Sri Lanka.

These inconsistent results may suggest that the unplanned environment of urban destinations in Tanzania acts a source to various environment problems such as land degradation, pollution, encroaching and poor urban planning, thus attaining SUT in Tanzania depends much on proper urban planning and management. Therefore, LR will not bring any significant effect on SUT if the environment is not managed and planned well.

5.5 The Mediation Effect of Strategic Planning on the Relationship between level of Responsibility and Sustainable Urban Tourism

The relationship was then subjected to mediation effect using SP as a mediation variable between LR and SUT. In order to establish the type of mediation between these variable it was hypothesized as *H3b: strategic planning positively mediates the relationship between Level of Responsibility and SUT*. The result of the direct effect before mediation whereby LR has a direct influence on SUT were ($\gamma = 0.096$, p =

0.335). However, when the mediation SP was entered the strength of the direct effect increased and the p value became very significant ($\gamma = 0.325$, $p = 0.000$) (refer to Table 4.22) therefore, full mediation since the path before mediation was insignificant and very weak. However, after the mediation SP entered in the model the path became very significant and the strength increased. The findings suggest that with strategic planning of the environment sustainable urban destination is inevitable.

This finding is consistence with Zamfir and Corbos (2015) who found that, strategic planning that prioritize on level of responsibility (LR) through formulation of long term tourism planning, protection, preservation and conservation measurements are key environmental sustainability factors in achieving sustainable urban tourism. Azam and Sarker (2010) found that, there is a positive and significant relationship between strategic planning and environmental protection for SUT. They further argue that, urban tourism stakeholders need to develop policies that support environmental infrastructures assets development such as recycling facilities and public transport. They also need to formulate environmental image protection policies for ecologists and planners.

Supported by Grevjo and Noorzaei (2014) who found out that lack of strategic planning including laws and regulations on tourism related environmental issues results into environment problems such poor waste management and water pollution. Therefore attaining SUT is yet a nightmare in such destinations. Therefore, Andari and Setiyorini (2016) concluded that, strategic planning that focus on environmental

friendly tourism activities in urban destinations will maintain the sustainability of the urban destinations.

5.6 Relationship between Technical Support and Information for the Promotion and Development of Tourism and Sustainable Urban Tourism

The study considered whether there is a relationship between ICT Factors through technical support and information for the promotion and development of tourism (TS) and SUT as stated in hypothesis H1c: *there is a positive relationship between technical support and information for the promotion and development of tourism and SUT.* The hypothesis was strongly supported by the empirical results in chapter four, Table 4.1 with a positive and significant relationship between technical support and information for the promotion and development of tourism (TS) and sustainable urban tourism (γ = 0. 226; C.R = 4.382; p = 0.000). These findings articulate that when level of ICT usage increases they will apply innovative approaches and hence sustainable urban tourism becomes unavoidable. The findings of this study support the social exchange with the assumption that, when TS are implemented to urban destination as a result of ICT usage, the benefits to tourism urban stakeholders will rise in terms of factors such job creation, proper marketing strategies, creation of awareness and linkage to other sectors.

The findings of this study are consistent with several other previous studies such as Farkhondehzadeh *et al.* (2013) who argues that technical support and information for the promotion and development of tourism strong, positively and significantly influence sustainable tourism in Tanzania urban destinations. Similarly, Ali (2009)

and Karimidizboni (2013) found out that technical supports through ICT correlated positively and significantly with SUT through proper marketing and tourism services via online internet services. Shafiee *et al. (*2013) found out that technical support and information for the promotion and development of tourism (TS) positively determined efficient and effectiveness of the destination, hence the attainment of SUT. ICT acts as the main element in the external environmental for the development of innovation practices and SUT.

However, the current study differs from other researchers who found a negative relationship between technical support and information for the promotion and development of tourism (TS) towards SUT. For example, Elena and Andrea (2013) found out that technical support and information for the promotion and development of tourism have no influence toward SUT. ICT has little effects on the competitiveness of the urban destination therefore; it has no influence of initiating sustainability practices of urban destinations. Asongu *et al.* (2018) found out that, ICT contributes towards increasing of CO2 per capital from liquid fuel consumption and are used as proxies for environmental degradation in Sub Sahara Africa. According to Bekaroo and Pattinson (2016) ICT adoption in the UK has adversely turned it into a power drainer and the negative effect being climate change which is one of the complex social problems with rebound effects on the environment as well as human being. This study was conducted in different geographical area where social-economic, political and technological environment is quite different from that of Tanzania. Moreover, Ali (2010) and Abdulhid *et al*. (2016) suggests that ICT factors (i.e technical support and information for the promotion and development of

tourism (TS) offers innovative approaches towards SUT. ICT plays a critical role in managing the effect of tourism, as well as a strong positive relationship with customer's satisfactions and operational productivity of tourism organizations. Thus, technical support and information for the promotion and development of tourism contributes towards SUT through effective communication, effective information sharing and ensures proper destination management.

5.7 The Mediation Effect of Strategic Planning on the Relationship between Technical Support and Information for the Promotion and Development of Tourism and Sustainable Urban Tourism

The relationship between technical support and information for the promotion and development of tourism (TS) and SUT was then subjected to mediation effect using SP as a mediation variable between TS and SUT. In order to establish the type of mediation between these variable it was hypothesized as *H3c: strategic planning positively mediates the relationship between technical support and information for the promotion and development of tourism (TS) and SUT*. The result of the direct effect before mediation whereby TS has a direct influence on SUT were ($\gamma = 0.226$, $p = 0.000$) (refer Table 4:17). However, when the mediation SP was entered the strength of the direct effect increased and the p value remained to be very significant ($\gamma = 0.339$, $p = 0.000$) (refer to Table 4.18). Thus, partial mediation occurs since the strength of the path after mediation increased and the p-value after mediation remained significant. The findings suggest that strategic planning in urban destination ensure ICT usage to become inevitable and hence SUT will be supported. Thus, decision makers in urban destination should focus on developing proper

environmental policies to ensure that ICT application make a beneficial contribution to SUT.

The findings are consistence with Ganguly (2018) who found out that strategic planning of urban destination positively influence ICT usage which will eventually lead to destruction of existence competences like changes in current way in managing urban tourism to new competence which emphases on sustainable urban management. Ali and Frew (2014) found that SUT may only take place if urban decision makers may be the agent of changes by identifying the right ICT that supports their daily operation and their strategic functioning this only happens if their tourism policy is and their strategic planning adopt the changes brought by the technological environment. Prior to that, Ali and Frew (2010) found out that strategic planning in urban destinations significantly contributes to ICT usage which becomes a practical approach which urban destination might apply to solve some of the negative impacts brought by tourism development. Thus, ICT based tools may be used by destination managers to support SUT. Without strategic planning which influences ICT usage in urban destinations, many of the contemporary tourism benefits occurring in Tanzania would not have likely materialized. Thus, Tanzania urban destinations need to use ICT for exploring tourism advantage (Henry, 2012). These findings suggest that ICT plays an important role in ensuring SUT. Therefore the usage of ICT will reduce energy consumptions, improvement in technology and efficiency, support environmental incentive and regulations, however, for realizing the full potential of ICT in Tanzania urban destinations and avoiding the risks, active strategic policy is inevitable.

These findings contradicts IIED (2009) findings which state that strategic planning influence technical support and information for the promotion and development of tourism (TS) which can reinforce divides, introduce working condition which are not accepted by the local context and culture and can cause information overload thus attaining SUT become a challenge. Likewise, Lehr (2018) found that, lack of proper strategic policies in urban destination, may result into ICT usage which will eventually exacerbate inequality between ICT users and non-users in the United State. ICT may draw attention to skill gaps and undermine traditional policy safeguards.

However, this study was conducted in different field and different geographical areas where socio-economic and technological conditions are quite different from those of Tanzania urban destinations. Therefore, the USAID report of (2006) suggested that technical support and information for the promotion and development of tourism is an important determinant for SUT through strategic planning. To ensure SUT in Tanzania urban destination, ICT has to be part of the solutions with regard to all matters related to environment problem, it allows more efficient and emphasis greener energy usage through effective strategic planning.

5.8 The Relationship between Support from Local Communities) and Sustainable Urban Tourism

The study considered whether there is a relationship between socio-cultural determinants through the support from local communities and SUT as stated in hypothesis H1d: there is a positive relationship between support from local

communities and SUT. The findings indicate that, support from the local community has negative relationship with sustainable urban tourism. The hypothesis was rejected as the p-value was insignificant (γ = -0.096; C.R = -1.002; p = 0.316) as illustrated in chapter four (Table 4.17). The findings of the study support the social exchange theory with the assumption that, when urban tourism decision makers barely involve local communities in tourism related development, as well as local communities perceive more costs compared to the benefit of tourism, sustainable urban tourism development initiative is likely to be rejected.

The findings of this study are consistent with a very recent study by Harun *et al*. (2018) who found out that local communities of Kurdistan in Iraq negatively support sustainable urban tourism as they believe tourism is the main source of pollution in the destination. Likewise, Zhuang *et al. (*2019) found out that, local communities of surrounding Chinese World Cultural Heritage sites negatively support sustainable tourism as they believe that tourism development is the major catalyst towards changes in local communities' cultural and moral values. Prior to the above studies, Postma and Schmuecker (2017) found out that there are two key factors that hinder local communities of Hamburg from supporting sustainable urban tourism including, change of cultural and behavioural and increased number of visitors in urban destination.

The results, however, contradict those obtained by Aydin and Emeksiz (2018) which showed that support from local communities positively significantly contribute towards sustainable urban tourism. Urban destination will not be successfully

without a support from the local communities. Thus, cooperation is a key determinant towards SUT. Proceeding to the above, Vieira *et al.* (2016) found out that local communalities positively and significantly perceive tourism development to be the engine of economic growth in Portugal and thus they are willing to support any SUT initiatives. Yu *et al*. (2018) found out that tourism related socio-cultural benefits significantly influence local community's support in Midwestern (USA). Local community perception of tourism development can serve as a valuable concept for evaluating resident support for SUT. Therefore, with reference from developing countries specifically in Tanzania, it can be concluded that, support from local community will insignificantly affect SUT if there is no strategic planning.

5.9 The Mediation Effect of Strategic Planning on the Relationship between Support from Local Communities and Sustainable Urban Tourism

The relationship between Socio-cultural determinants through support from local communities was then subjected to mediation effect using SP as a mediation variable between support from local communities and SUT. When the mediation SP was entered the strength of the direct effect increased and the p- value change from insignificant to significant (γ = -0.263, p = 0.003) (refer to Table 4.18). Thus full mediation occurs since the p-value after mediation changed to significant. The findings suggest that with strategic planning in urban destination, local communities will highly be involved in all matters related to tourism development. Thus, supporting SUT initiatives remains to be viable. Decision makers in Tanzanian urban destinations need to focus on developing proper urban tourism policies that will

involve local communities in all the decision making agenda with regard to tourism development to ensure SUT.

The findings are consistence with Kisi (2019) who found that, strategic planning of urban destination through establishment of public private partnership strengthen the commitment of all tourism stakeholders and increase their roles and capability to participate in SUT initiatives. The findings are also supported by Ghabouli (2015) who found out that tourism development in Damavand cultural heritage in Iraq is supported by local communities through 'a based plan' which focus on antiquities and natural resources and supports sustainable urban tourism.

Likewise, in Tanzania Muganda *et al.* (2017) found out that local communities want to be involved in sustainable tourism if the strategic plan through the tourism policy meets stakeholders needs and address their concerns. They also want to be part of tourism decision making if only their needs are incorporated into the planning process. From the above contradicting findings, it can be concluded that strategic planning fully mediates the relationship between support from local communities and SUT. Thus urban tourism decision makers need to take into consideration that strategic planning of a destination contain three factors namely, economic, socio-cultural and environment levels. Thus, economic factor is one of the most important factors which influence implementation of SUT initiatives as it considers local communities to be fully engaged in tourism related development. It also saves as a catalyst for meeting socio-cultural and environmental determinants.

5.10 The Relationship between Strategic Planning and Sustainable Urban Tourism

The study considered the direct relationship between strategic planning (SP) and SUT as stated in hypothesis H2: there is a positive relationship between strategic planning (SP) and SUT. The hypothesis was significantly supported with the following indices: ($\gamma = 0.345$; C.R = 4.973; $p = 0.000$) as illustrated in chapter four, Table 4.17. This finding articulates that when decision makers want to achieve SUT they need to take a conscious action of all interested parties, as well as strong leadership in order to ensure broad tourism stakeholder involvement. Achieving SUT is an ongoing process which require ongoing monitoring, introduction of necessary environmental preventive mechanism, and collaboration with local communities (Nowack *et al.,* 2018).

This finding is supported by Harun *et al*. (2018) who found out that strategic planning positively contributes to SUT. Strategic planning should focus on the three principles of sustainable tourism development which include economic, socio-culture and environment. Najafi *et al.* (2016) found out that strategic planning in regional planning is one of the three factors towards SUT. The strategic planning is based on economic and social conditions in which tourism development is supported at all levels. It is a framework of the desired future of the tourism destinations, in which development goals, tasks, responsibilities and indicators for monitoring process is highlighted (Jurdana, 2018). Thus, SUT is acceptable mostly by all strategic tourism planners as it coordinate both the environment, economic and socio-cultural and quality of life of the local communities.

However, the findings of this study are inconsistent with Ruhanen (2004) who found out that SP of Queensland insignificantly influences SUT. The plan adopted long term orientation which it did not take into consideration elements such as plan for the nature environment, economic goal and local benefits of tourism development. Thus, the plan did not meet any of the SUT criteria. As indicated in finding of this study, strategic planning has a positive and significant influence towards SUT yet a strategic planning in Tanzania is not evidenced in urban destinations. Failure to incorporate strategic planning in matters related to sustainability suggests that local communities in urban destinations are not taking any sustainability initiative in their day to day activities.

Ruhanen (2004) suggested, urban tourism decision makers need to take into consideration long term perspectives, as the cumulative effects of today's tourism development will have impact on those making decisions. Thus, strategic planning for sustainable tourism need to take into consideration the two most issues, that is to say, the general development issues related to government policies and secondly special tourism development issues basing on the SUT principles.

5.11 Chapter Summary and Final Conceptual Model

Based on the discussion and findings and significant level of each of the relationship, the final model of the current study is presented in Figure 5:1

The chapter presents the data analysis results, research findings of the relationship between the destination determinants of sustainable urban tourism and sustainable urban tourism with strategic planning role in achieving sustainable urban tourism.

The multivariate analyses such as CFA and SEM were performed in answering the three specific objectives and the proposed nine hypotheses. The findings revealed that determinants have both positive and negative impacts towards sustainable urban tourism (SUT). Financial support from tourism stakeholders (FS) (γ = 0.249; C.R = 4.459; p=0.000), and technical support and information for the promotion and development of tourism (TS) (γ = 0. 283; C.R = 4.382; p = 0.000) were positive and significant, level of responsibility (LR) (γ = 0.075; C.R = 1.276; p = 0.203) and support from local Communities (SL) (γ = -0.096; C.R = 0.289; p = 0.311) were positively significantly and negatively insignificant toward sustainable urban tourism. Thus the results shows that hypothesis H1a, H1c were supported while H1b and H1d were not supported.

The relationship between Strategic Planning (SP) and Sustainable Urban Tourism (SUT) examined through the hypothesis (H2). The results for this hypothesis shows strategic planning is positively related to sustainable urban tourism (γ = 0. 345; C.R = 5.271; p = 0.000). Thus the H2 of the study was supported. Further the mediation effects of strategic planning on the Determinants and sustainable urban tourism was performed. Hypothesis H3a, H3b, H3c and H3d were tested. Therefore, H3a and H3c had relatively partially mediation. H3b and H3d were statistically supported and led to full mediation. The final model for the sustainable urban tourism presented in Figure 5.1

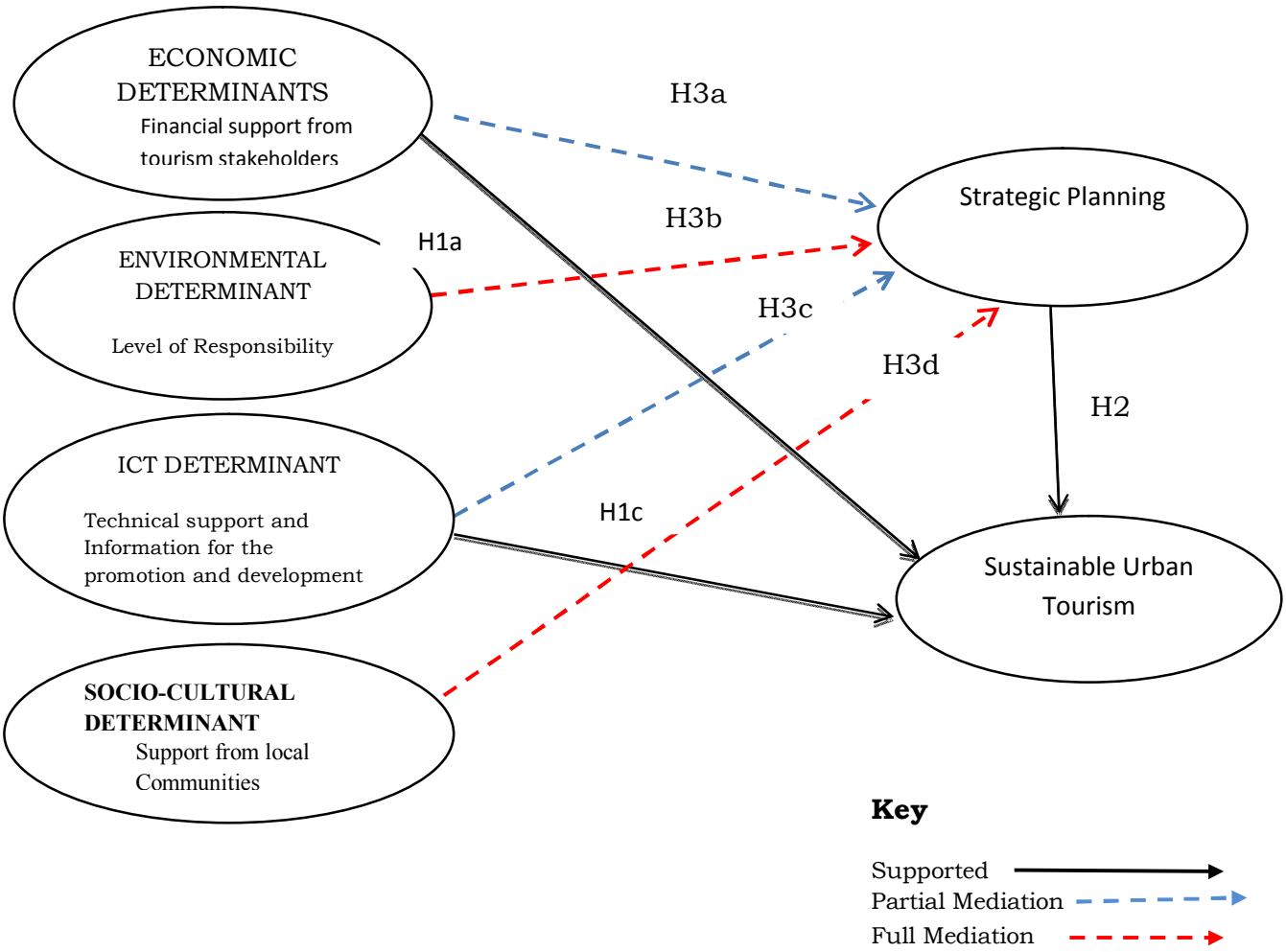

Figure 5.1: The Final Model for Sustainable Urban Tourism

CHAPTER SIX

CONCLUSION AND RECOMMENDATION

6.1 Chapter Overview

The study proposed and tested the relationship between destination determinants toward achieving SUT. It further tested the mediation effect of the strategic planning on the relationship between destination determinants and SUT. The main objective was to study the influence in achieving sustainable urban tourism (SUT) into urban destinations in Tanzania. Specifically, the study explore four destination determinants (financial support by tourism stakeholders (FS), level of responsibility (LR), technical support and information for the promotion and development of tourism (TS) and support from the local communities) toward achieving sustainable urban tourism. Secondly it examined the relationship of strategic planning and sustainable urban tourism and lastly, the study examine the mediating role of strategic planning on the relationship between destination determinants and SUT.

The findings of this study were from the data collected from the two urban tourism destinations of Arusha and Dar es Salaam, which included 250 sample from Arusha and 229 sample from Dar es Salaam. The data was collected through survey questionnaires administered to urban decision makers from private, public sector and local communities. Data were analysed using SPSS version 20 and IBM Amos version 25. The following is the summary of the findings, conclusion, policy implication, recommendation and further studies.

6.2 Conclusion

6.2.1 The Relationship between Financial Support from the Tourism Stakeholders and Sustainable Urban Tourism

The study aimed at examining the relationship between the financial support from the tourism stakeholders (FS) and sustainable urban tourism (SUT) in urban destination. The findings revealed that the financial support from the tourism stakeholders (FS) have a significant and positive relationship with SUT. Homans (1961) stated that stakeholders tend to support tourism projects in exchange for the benefits brought by the project. Thus stakeholders benefiting from the sustainable tourism development will support SUT initiatives. On the basis of this theory, stakeholders support of tourism development act as a function of personal benefits, positive and negative impacts of tourism, and experience within the tourism industry (Ogorelc, 2009). It can be concluded that, stakeholders benefiting from tourism development tend to support sustainable urban tourism, and this shows a significant and positive relationship between the financial support from stakeholders and sustainable urban tourism. On the other hand, financial support from stakeholders becomes one of the main key determinant that affect SUT.

6.2.2 The Relationship between Level of Responsibility and Sustainable Urban Tourism

One of the specific objectives in this study was to examine the relationship between the level of responsibility and SUT. The results did not support the hypothesis as there were a weak and insignificant relationship between LR and SUT. Goffi *et al.* (2018); Mensah and Gamor (2017) suggest that tourism development results into

various environmental problems such as overcrowding, traffic congestion, littering, and waste disposal and various pollutions. Thus without commitments and environmental consideration by stakeholders in decision making tourism practice will have negative impacts towards urban destination. From the social exchange theory (Homans, 1961) stakeholders perceiving positive benefits tend to support the project. From findings authors argued that if there is no environmental consideration by decision makers the chance of attaining SUT will be low.

6.2.3 The Relationship between Technical Support and Information for the Promotion and Development of Tourism and sustainable urban tourism

The hypothesis strongly supported the results with a positive and significant relationship between technical support and information for the promotion and development of tourism (TS) and sustainable urban tourism (SUT). According to Farkhondehzadeh *et al.* (2013) technical support and information for the promotion and development of tourism strong, positively and significantly influence sustainable urban tourism through proper marketing and promotion efficient and effectiveness of the destination. The results indicate that with the application and high ICT usage, it will create more product awareness, more innovation, easy communication and marketing for the product and hence more returns from the urban tourism. High return will support the SUT initiatives. Furthermore, technical support and information for the promotion and development of act as a connecting link between all factors of sustainability. Finally, the findings conclude that technical support plays a big role of informing, reminding and creating awareness about the SUT initiatives.

6.2.4 The Relationship between Support from the Local Communities and sustainable urban tourism

The study determined the positive relationship between support from the local communities (SL) and SUT. It was found that support from the local communities has a negative relation with SUT as the hypothesis was rejected due to the insignificant p-value. This finding indicate that when urban local communities perceive negatively the impacts brought by tourism development they are likely not to participate in any sustainable urban tourism initiatives. For example, local communities from Kurdistan in Iraq negatively support sustainable tourism because they believe that all pollution in their destinations is the outcome of tourism development (Harun *et al*., 2018). Sometimes local communities don't support SUT initiatives as they perceive that destructions in cultural and moral values, change of cultural and behavioural and increase number of visitors in urban destination is a result of tourism (Zhuang *et al*., 2019; Zhuang *et al.,* 2019). In destination where sustainable urban tourism is successfully, cooperation and coordination between the government, business men contribute to the sustainable urban development and sustainability. All stakeholders need to spend time, money, and energy in ensuring sustainable urban tourism success.

The finding of the study is supported by social exchange theory with the assumption that local communities involved in tourism initiatives when feel their concerns are taken into considerations with the decision makers and fully involved in the process. Furthermore, without their involvement in tourism development, they will not support any tourism activities and development.

6.2.5 The Relationship between Strategic Planning and sustainable urban tourism

The current study determines the relationship between the strategic planning (SP) and sustainable urban tourism (SUT). The study results revealed that strategic planning has a significant and positive influence on SUT. This finding articulates that in achieving SUT decision makers need to take into consideration the interest of all parts and factors of sustainability that is to say the economic, environmental, ICT and socio-cultural issues into planning.

The significance of strategic planning in terms of sustainability in the urban destination has been highlighted. Jurdana (2018) highlights that strategic planning need to address tourism development goals, tasks, responsibilities and indicator for monitoring process. One of the main role and practical thing the urban planners need to carry while managing sustainable urban tourism is to recognise the competences and tourism potentials and then plan and reduce the negative impacts. Results from this study suggest that when strategic planning exists in the urban tourism destination and meets the interest of the various groups, it will lead to sustainable urban tourism. Therefore the study concludes that strategic planning significantly and positively affects sustainable urban tourism.

6.2.6 The Mediating Effects of Strategic Planning on the Relationship between Destination Determinants and sustainable urban tourism

The study examines the mediation effects of strategic planning on the determinants towards achieving sustainable urban tourism (SUT). The study found out that

strategic planning fully mediates the two determinants (level of responsibility and support from the local communities) while the remaining two factors (financial support from stakeholders and technical supports for the promotion and marketing of tourism development) have partial mediation. This means that, the determinants have positive impacts on the development of sustainable urban tourism.

Four hypothesis used in determine the mediation effects of strategic planning on the determinants and sustainable urban tourism namely, H3a: strategic planning to mediate the relationship between FS and SUT, H3b: strategic planning mediates the relationship between LR and SUT, H3c: Strategic planning mediates the relationship between TS and SUT and finally H3d: Strategic planning mediates the relationship between SL and SUT

6.2.6.1 Strategic Planning mediate the Relationship between Financial Support from the Tourism Stakeholders and Sustainable Urban Tourism

The study determine the mediation effects of strategic planning on the economic factor using financial support from the tourism stakeholders (FS) and SUT. The mediation aimed at finding out the effects of the mediation on SUT and its determinants as well as the type of mediation which occurs by using bootstrap method. The results of the indirect effect after mediation shows that the strength of the direct effect dropped and the p-value remained significant. This indicates no mediation since the path became insignificant after the mediation whiles the strength decreased after the mediation. This finding justified the notion that lack of proper tourism framework which include national and destinations tourism bodies and

working together with all tourism stakeholders including private and public sectors will result into low economic performance of these sectors which will eventually fail to contribute to sustainable urban tourism.

6.2.6.2 Strategic Planning Mediates the Relationship between Level of Responsibility and Sustainable Urban Tourism

The relationship was then subjected to mediation effect using SP as a mediation variable between LR and SUT. The result of the direct effect before mediation was insignificant and very weak, after the mediation SP entered in the model the path became very significant and the strength increased. The findings found out that strategic planning on formulation of long term tourism planning, protection, preservation and conservation measures are key environmental sustainability factors to sustainable urban tourism (Zamrif and Corbos, 2015). Good policies on environmental infrastructures' assets such as recycling facilities and public transport, environmental image protection, on waste management facilities, water pollution, participation and involvement of urban stakeholders in tourism development (Grevjo and Noorzaei, 2014). The findings suggest that good environmental strategies and involvement is a prerequisite for sustainable urban tourism.

6.2.6.3 Strategic Planning Mediates the Relationship between through technical support and information for the promotion and development of tourism and Sustainable Urban Tourism

The relationship between ICT factors through technical support and information for the promotion and development of tourism (TS) and SUT was then subjected to

mediation effect using strategic planning (SP) as a mediation variable. The result of the direct effect before mediation whereby TS has a direct influence on SUT, when the mediation SP was entered the strength of the direct effect increased and the p value remained to be very significant with a partial mediation. With the application and better use of ICT, sustainable urban tourism will be informed and practised by all stakeholders and interest parties. The findings are consistence with Ganguly (2018) who found that, strategic planning of urban destination positively influence ICT usage which will eventually change management style of urban tourism to new competitiveness ones, improvement in technology and efficiency, easy communication. It can be concluded that, technical support and information for the promotion and development of tourism plays a usefully role in creating awareness about urban tourism development and sustainable urban tourism. To ensure SUT in Tanzania urban destination, ICT has to be part of the solutions with regard to all matters related to environment problems thereby allowing more efficient and emphasising greener energy usage through effective strategic planning.

6.2.6.4 Strategic Planning Positively Mediates the Relationship between Support from the local Communities and Sustainable Urban Tourism

Furthermore, the mediation effect of Strategic planning on support from the local communities and sustainable urban tourism was confirmed on hypothesis H3d: as strategic planning mediates the positively influence of the support from local communities on SUT. It was found that strategic planning fully mediates the relationship between destination determinants and sustainable urban tourism. This means that the path leading from the support from the local communities –strategic

planning - sustainable urban tourism have more influence on developing sustainable urban tourism. Therefore, the study concludes that strategic planning mediates the relationship between SL and sustainable urban tourism.

6.3 Implications of the Study

The implications of the study are presented under this section basing on theory, methodology, contextual and practical perspectives as shown below:

6.3.1 Theoretical implications

Theoretical implication is the main section where researchers find the contributions of the study. Most of theoretical contribution has been noted and cited from Whatten (1989). Theoretical contributions of this study is achieved by identifying important contingency variables that distinguish between the contexts, grouping different contexts based on the contingency variables and determining the most effectiveness internal organisation designs or responses in each key factors (Boer *et al.,* 2014). The researcher claims that one way to contribute to a theory is to identify how the addition or deletion of a factor affects the relationship between the variables in the model (Boer *et al.*, 2014). However, Crane *et al.* (2016) states that the theoretical contribution can in social sciences and business, as "the application of existing theories to the business and social science literature is probably still the most substantive contribution to the field to date". A good theoretical contribution is the one that comes up with new insights that have not been previously debated by other researchers. Empirically the theoretical contribution can be tested using hypothetical deductive model whereby a researcher formulates hypotheses and tests the

hypotheses with the observation method. Further, in testing the theory a researcher explores the mediators that express the main relationship that reflect the theory's boundary conditions and or incorporates the qualifications or significances those which were not part of the original formulation. It is followed by building the theory, expanding the theory, reporting the results and finally qualifying the theory.

In this study, one of the significant theoretical contribution bases on the mediation factor of strategic planning on the destination determinants and sustainable urban tourism. From the literatures, the previous studies none of them studied the relationship between the destination determinants and sustainable urban tourism with strategic planning as a mediating factors. This shows that with the strategic planning as a mediating factor lead to successfulness of the sustainable urban tourism. On the other hand, this study strengthens the theoretical foundation relationship between the ICT and sustainable urban tourism. Many studies on sustainable urban tourism have been carried out which based on the three pillars of sustainability including the economic, environmental and Socio-cultural determinants. However, with the importance of information in creating awareness about SUT, ICT through technical support and information for the promotion and development of tourism (TS) has a positive relationship with SUT.

Furthermore, this study adds to the literature as it has confirmed the social exchange theory (Blau, 1964) which posits that people have a tendency to show reciprocity in any social exchange. They carry a mutual sense of indebtedness (Blau, 1986); Ogorelc, 2009; Choi and Murray, 2010). The significant relationship between financial support from the stakeholders and SUT, Level of responsibility and SUT,

technical support and information for the promotion and development of tourism and SUT and support from the local communities and SUT indicate that the theory fits perfectly in explaining the relationship between the construct.

Further still, this study adds knowledge on the literature on how the variables on financial support from the stakeholders, level of responsibility, technical support and information for the promotion and development of tourism and support from the local communities relates to SUT

6.3.2 Contextual implication

Contextually, the current study provides an understanding on the relationship of the determinant factors, strategic planning and sustainable urban tourism from the developing countries, particularly Tanzania. The current study adds knowledge on the literature by identifying the key determinants for the development of sustainable tourism in urban destination, as well as the governmental roles in developing strategic planning for sustainable urban tourism. It has been noted from the literature that, most of the studies on sustainable tourism have been practised in rural areas while most of sustainable urban tourism studies are from developed countries (Aill, 2018). Tanzania as an emerging economy country having high growth of population in urban destinations (i.e Arusha and Dar es Salaam) need alternative ways of sustaining the livelihood of the local communities living in urban areas. The findings of this study can be compared with others studies from different developing countries and provide empirical support to the role of sustainable urban tourism to urban destination development.

6.3.3 Practical Implication

The study findings will help in creating awareness to urban decision makers on the importance of strategic planning in sustainable urban tourism. Furthermore, the finding reiterates the important of involving stakeholders in strategic planning for sustainable urban tourism. It can be concluded that, tourism industry is a people centered industry that requires participation and involvement of all stakeholders in order to attain sustainable urban tourism.

6.3.4 Policy Implications

The study findings will help create awareness to policy makers on the importance of strategic planning in achieving sustainable urban tourism. The review of Tanzanian tourism policies indicates that sustainable urban tourism issues are missing. In this regard, the findings of this study are expected to help policy makers to incorporate SUT issues in the policies, especially using strategic planning approach. From the findings, the four destination determinants including financial support from tourism stakeholders, level of responsibility, technical support and information for the promotion and development of tourism, support from local communities are important in achieving sustainable urban tourism and hence require strategic planning. Furthermore, the findings emphasize the important of involving stakeholders in strategic planning for sustainable urban tourism.

6.4 Recommendations for Future Research

A number of recommendations have been raised in this study that needs to be addressed with concerns on the sustainable urban tourism. This study can also be taken as point of reference for further enquiries on sustainability of urban tourism. However the recommendations are based on the study results, reviewed policy and areas of future research. Firstly, data collected was cross-sectional in nature. In future other studies could incorporate longitudinal data in order to make further inferences. Secondly, the study used data from one country only; therefore generalization beyond this scope should be done with caution. Thirdly, the evaluation of the determinants of SUT and the mediating factor on sustainable urban tourism has only been determined from the perspectives of tourism decision makers in both private and public sectors. Future researchers may wish to incorporate a wider spectrum of stakeholders in studies of determinants of sustainable urban tourism and mediating factors.

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APPENDICES

Appendix 1: Retained Variables for the Analysis

Sustainable Urban Tourism (SUT)	
SUT1	I participate in sustainable urban tourism-related plans and development
SUT2	I support the development of community-based sustainable tourism initiatives
SUT3	I participate in cultural exchanges between local residents and visitors
SUT4	I participate in the promotion of environmental education and Conservation
Strategic planning (SP)	
SP1	The Tanzanian tourism policy promote sustainable urban tourism
SP2	The tourism strategic plans ensure participation, Partnership and cooperation between stakeholders
SP3	The government emphasis on strategic planning of urban tourism development toward sustainability
SP4	Government carry strategic planning to develop the recreational and infrastructures services to attract domestic and international tourist
SP5	The urban destination develop effective promotion and brand strategies for attracting tourist
SP6	Has the urban destination defined its SUT development goals and determining the future vision?
SP7	The urban tourism develop strategic deployment fitting SUT initiatives
SP8	Tourism policies on zoning and controls for urban tourism development are in favour of sustainable urban tourism
Financial Support from the Stakeholders (FS)	
FS1	Adequate financial support is provided to protect urban touristic attractions
FS3	The government has adequate financial support for urban sustainable tourism development
FS4	Tour operators have adequate support for sustainable urban tourism development
FS5	Tourism entities provide financial resources for the development of sustainable urban tourism
FS6	Adequate financial support is provided to protect urban touristic attractions Economic attitude of stakeholders towards SUT development in Urban destination are very positive
Level of Responsibility (LR)	
LR4	Do you think tourism development provides incentives for conserving historic buildings and other cultural sites in your city?
LR5	Do you think tourism increases litter in your city?
LR6	Do you think tourism improve the quality of public space in your city
LR7	Do you think tourism leads to conflicts over land use zoning in your city?
LR8	Do you think tourism encourages higher standards on local planning in your city?
Support from the Local Community (SL)	
SL7	The level of corporation among tourism enterprises is high

Sustainable Urban Tourism (SUT)	
SL8	Tourism business owners invest jointly to develop product/services
SL9	Tourism operators are cooperating with suppliers to develop product/ services
SL10	Cooperation between tourism operators and local communities is strong
Technical Support and Information for the Promotion and Development of Tourism (TS)	
TS1	Sustainable urban tourism is supported by technological development
TS2	Social networking is actively used to improve tourist services
TS3	Access of information regarding the Tanzanian urban tourism through internet is easy
TS4	Arusha and Dar es Salaam has a functional tourism website
TS5	Printed promotional materials of Arusha and Dar es Salaam are sufficient

Researcher, 2019

Appendix II: Research Instruments:

APPENDICES

The Open University of Tanzania

Study on the Determinants Of Sustainable Urban Tourism In Tanzania: The Mediating Role Of Strategic Planning

Questionnaire for Tourism decision makers

Dear Respondent,
Thank you for taking time to complete this questionnaire. I am a PhD scholar from the Department of Tourism and Hospitality at the Open University of Tanzania. The purpose of this study is to seek stakeholders' opinions and comments on the sustainability of urban tourism in Tanzania. Being one of the urban tourism stakeholders in Tanzania, I kindly request you to spear a few minutes to complete this questionnaire. The answers will only be treated strictly confidential and for academic research purpose only. All information you provide will be strictly confidential. Should you have any questions regarding the survey or research, feel free to contact Veronica C. Yacobo Nyerere (Graduate Researcher), at +255 689868027 (email: veronica.nyerere@out.ac.tz)

Thanks for your time and cooperation in this matter.

SECTION A: The Destination determinants of Sustainable Urban Tourism in Tanzania, A role of strategic planning.
How would you rate the **sustainability factors of Sustainable urban tourism** from your experience in tourism development in urban destinations? Please rate the sustainability factors by circling the appropriate cell using the following scale: 1 = Strongly Disagree, 2 = Disagree, 3 = neither disagree nor agree, 4 = Agree, 5 = Strongly Agree, 6 = Don't Know

SN	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Sustainable Urban Tourism (SUT)						
SUT1	I participate in sustainable urban tourism-related plans and development	1	2	3	4	5
SUT2	I support the development of community-based sustainable tourism initiatives	1	2	3	4	5
SUT3	I participate in cultural exchanges between local residents and visitors	1	2	3	4	5

SN	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Sustainable Urban Tourism (SUT)						
SUT4	I participate in the promotion of environmental education and Conservation	1	2	3	4	5
Strategic planning (SP)						
SP1	The Tanzanian tourism policy promote sustainable urban tourism	1	2	3	4	5
SP2	The tourism strategic plans ensure participation, Partnership and cooperation between stakeholders	1	2	3	4	5
SP3	The government emphasis on strategic planning of urban tourism development toward sustainability	1	2	3	4	5
SP4	Government carry strategic planning to develop the recreational and infrastructures services to attract domestic and international tourist	1	2	3	4	5
SP5	The urban destination develop effective promotion and brand strategies for attracting tourist	1	2	3	4	5
SP6	Has the urban destination defined its SUT development goals and determining the future vision?	1	2	3	4	5
SP7	The urban tourism develop strategic deployment fitting SUT initiatives	1	2	3	4	5
SP8	Tourism policies on zoning and controls for urban tourism development are in favour of sustainable urban tourism	1	2	3	4	5
Financial Support from the Stakeholders (FS)						
FS1	Adequate financial support is provided to protect urban touristic attractions	1	2	3	4	5
FS 2	The government has adequate financial support for urban sustainable tourism development	1	2	3	4	5
FS3	Tour operators have adequate support for sustainable urban tourism development	1	2	3	4	5
FS4	Tourism entities provide financial resources for the development of sustainable urban tourism	1	2	3	4	5
FS5	Economic attitude of stakeholders towards SUT development in Urban destination are very positive	1	2	3	4	5
FS6	The government has adequate financial support for urban sustainable tourism development	1	2	3	4	5
Level of Responsibility (LR)						
LR1	Urban tourism sustain the quality of the urban destination	1	2	3	4	5

SN	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Sustainable Urban Tourism (SUT)						
LR2	Sustainable Urban tourism has increased disagreements between visitors and residents	1	2	3	4	5
LR3	Sustainable urban tourism has reduced litter and pollution	1	2	3	4	5
LR4	Do you think tourism development provides incentives for conserving historic buildings and other cultural sites in your city?	1	2	3	4	5
LR5	Do you think tourism increases litter in your city?	1	2	3	4	5
LR6	Do you think tourism improve the quality of public space in your city	1	2	3	4	5
LR7	Do you think tourism leads to conflicts over land use zoning in your city?	1	2	3	4	5
LR8	Do you think tourism encourages higher standards on local planning in your city?	1	2	3	4	5
Support from the Local Community (SL)						
SL1	Urban tourism has led to preservation of beaches, parks and other outdoor places in our community.	1	2	3	4	5
SL2	Sustainable urban tourism has increased crime rates and prostitution	1	2	3	4	5
SL3	Urban tourism has reduced local safety	1	2	3	4	5
SL4	Urban tourism has destroyed the local way of life	1	2	3	4	5
SL7	Local communities involvement and participation in urban tourism development is high					
SL8	Local communities needs and demands are taken into considerations while planning for SUT in both urban destinations	1	2	3	4	5
SL9	Local communities positively support sustainable urban tourism development initiatives	1	2	3	4	5
SL10	Local communities perception toward SUT development in Arusha and Dar es salaam are very positive	1	2	3	4	5
Technical Support and Information for the Promotion and Development of Tourism (TS)						
TS1	Sustainable urban tourism is supported by technological development	1	2	3	4	5
TS2	Social networking is actively used to improve tourist services	1	2	3	4	5
TS3	Access of information regarding Tanzanian urban tourism through internet is easy	1	2	3	4	5
TS4	Sustainable urban tourism is supported	1	2	3	4	5

SN	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Sustainable Urban Tourism (SUT)						
	by technological development					
TS5	Social networking is actively used to improve tourist services	1	2	3	4	5
TS6	Access of information regarding the Tanzanian urban tourism through internet is easy	1	2	3	4	5
TS7	Arusha and Dar es Salaam has a functional tourism website	1	2	3	4	5
TS8	Printed promotional materials of Arusha and Dar es Salaam are sufficient	1	2	3	4	5

(FS, SP, TS and SL) was adopted from Aydin and Emeksiz, (2018); LR was adopted from Muhammad .V (2011)

SECTION B: Respondent Profile

(a) Do you work in tourism related business? (Please **Tick (√)** most appropriate)

YES	1	NO	2

(b) Do you own any tourism related business?

YES	1	NO	2

(c) What is your country of residence? ----------

(d) Nationality ----------

(e)Sex: Male ☐ Female ☐

(f) Age (Years) (Please **Tick**)

18- 28 ☐ 29-39 ☐ 40- 49 ☐

50-59 ☐ 60+ ☐

(e) Occupation ----------

(f) Highest level of education attained: (Please T**ick**) ----------

Primary/Secondary ☐ Certificate/Diploma ☐ Bachelor Degree ☐

Master ☐ PhD ☐

(g) What is your employment status? Choose only one

employed	Self –Employed	Student	unemployed
1	2	3	4

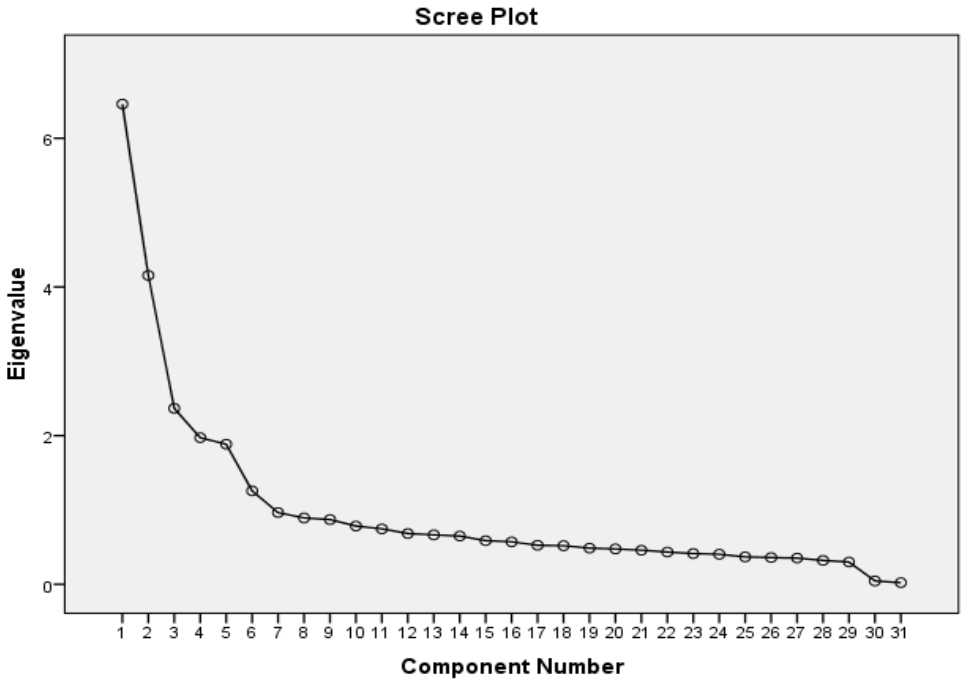
Thank you for your precious time and effort in filling the questionnaire

Appendix III: Communalities

Indicator	Initial	Extraction
FS1	1.000	.910
FS3	1.000	.918
FS4	1.000	.460
FS5	1.000	.938
FS6	1.000	.535
LR4	1.000	.500
LR5	1.000	.598
LR6	1.000	.573
LR7	1.000	.658
LR8	1.000	.464
SL7	1.000	.521
SL8	1.000	.539
SL9	1.000	.623
SL10	1.000	.494
TS1	1.000	.496
TS2	1.000	.587
TS3	1.000	.672
TS4	1.000	.635
TS5	1.000	.604
SP1	1.000	.434
SP2	1.000	.573
SP3	1.000	.542
SP4	1.000	.394
SP5	1.000	.482
SP6	1.000	.512
SP7	1.000	.628
SP8	1.000	.481
SUT1	1.000	.625
SUT2	1.000	.640
SUT3	1.000	.590
SUT4	1.000	.469

Extraction Method: Principal Component Analysis.

Appendix IV: **Scree plot**



Appendix V: Skewness and Kurtosis

Statistics

		FS1	FS3	FS4	FS5	FS6	LR4	LR5	LR6	LR7	LR8	SL7	SL8	SL10	SL9	TS1	TS2	TS3
N	Valid	479	479	479	479	479	479	479	479	479	479	479	479	479	479	479	479	479
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Skewness		-.83	-.85	-1.0	-.84	-1.1	.368	.640	.403	.362	.197	-.082	.302	.252	.050	.125	-.323	-.331
Std. Error of Skewness		.11	.112	.112	.11	.11	.112	.112	.112	.112	.112	.112	.112	.112	.112	.112	.112	.112
Kurtosis		.11	.133	.693	.18	.87	-.89	-.483	-.988	-1.061	-1.142	-1.203	-.973	-.830	-1.195	-.482	-.609	-.680
Std. Error of Kurtosis		.22	.223	.223	.22	.22	.223	.223	.223	.223	.223	.223	.223	.223	.223	.223	.223	.223

TS4	TS5	SP1	SP2	SP3	SP5	SP6	SP7	SP8	SUT1	SUT2	SUT3	SUT4	SP4
479	479	479	479	479	479	479	479	479	479	479	479	479	479
0	0	0	0	0	0	0	0	0	0	0	0	0	0
-.409	-.396	-.727	-.501	-.402	-.208	-.516	-.668	-.513	-.927	-1.409	-.826	-1.081	-.066
.112	.112	.112	.112	.112	.112	.112	.112	.112	.112	.112	.112	.112	.112
-.479	-.520	-.123	-.535	-.783	-.929	-.733	-.244	-.357	.041	2.139	.096	.538	-.952
.223	.223	.223	.223	.223	.223	.223	.223	.223	.223	.223	.223	.223	.223